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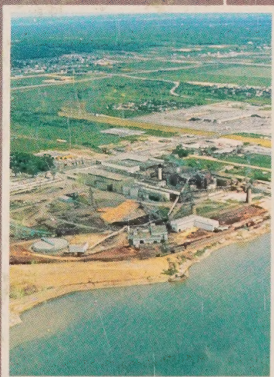
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Trois Rivières

METROPOLITAN PROFILE



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Trois-Rivières

A METROPOLITAN PROFILE

TROIS-RIVIÈRES A METROPOLITAN PROFILE

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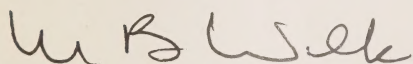
Preface

This book is produced in honour of the 350th anniversary of Trois-Rivières. **Trois-Rivières, A Metropolitan Profile** gives a short historical sketch of the city as well as a description of its contemporary status.

Data from the 1981 Census plus other Statistics Canada surveys provide the bases for a comparison of Trois-Rivières with other Canadian cities. Neighbourhoods and other points of special interest in the city's life are described and the role of Trois-Rivières in its region is reviewed.

Trois-Rivières has developed from a leading fur-trading centre in 1634, to a farm community in the 18th and 19th centuries, to a "paper capital of the world" in the early 20th century, to being currently a major manufacturing centre.

Statistics Canada joins with all Canadians in extending congratulations to the people of Trois-Rivières on the occasion of the 350th anniversary of their city.



Martin B. Wilk
Chief Statistician of Canada
Ottawa

June, 1984

Acknowledgments

This work represents the co-operative effort of many people. In particular, we would like to express our gratitude to Jean Cermakian and Laurent Deshaies, professors at the Université du Québec à Trois-Rivières, who prepared the initial text and provided material for the graphics. Our thanks are also due to Suzanne Marchand, who assisted with this work.

From Statistics Canada we would like to thank Josée Coallier for revising the manuscript, Danielle Baum who produced the graphics and final layout, and Denis Boudreau of the Montréal Regional Office for his active participation in all phases of the project.

We also thank the members of the Review Board - André Laneuville, an urban planner with the city of Trois-Rivières, Claude Bruneau, an editorialist at **Le Nouvelliste**, Robert Aubin, member of the Trois-Rivières 350th Anniversary Celebration Committee, Bernard Robert of the Québec Bureau of Statistics, Gylliane Gervais, Grafton Ross and Gilles Montigny of Statistics Canada - for their sound advice.

Finally, we would like to express our appreciation to the Trois-Rivières 350th Anniversary Celebration Committee, which encouraged us throughout the project.

**Municipal Liaison and Development Group
Business, Provincial and Municipal Relations Division
Statistics Canada, Ottawa**

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Chapter I

From Colony to City

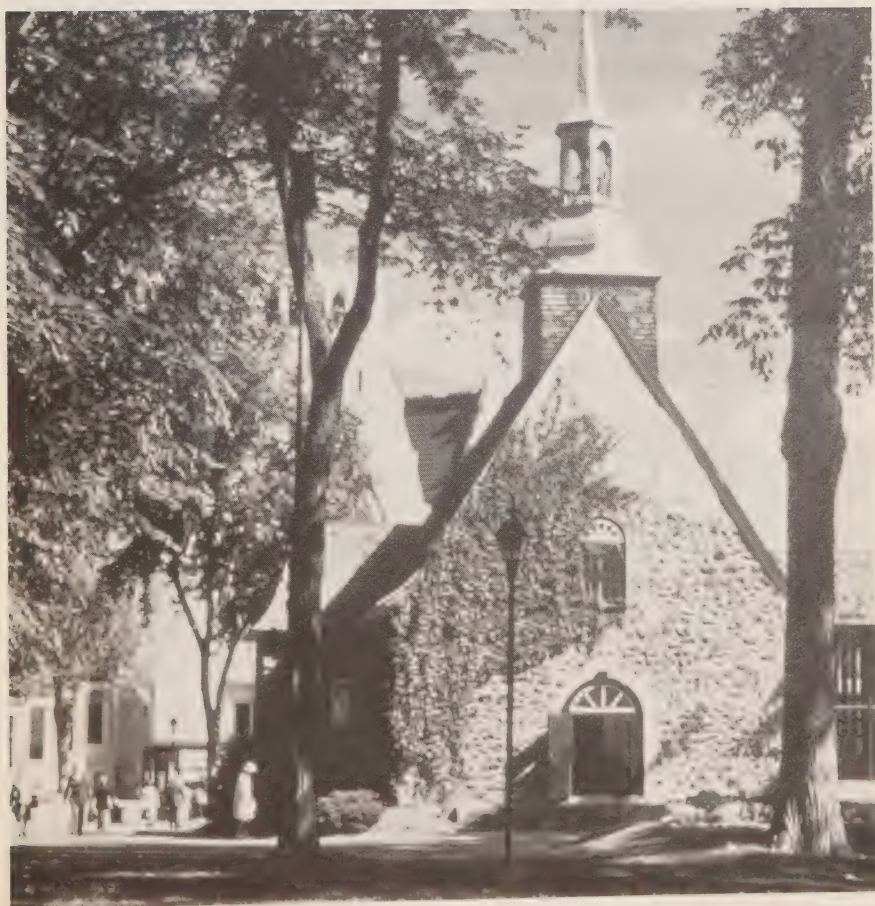
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From Colony to City

Strategic Location

The Trois-Rivières metropolitan area is strategically located within the inhabited region of southern Québec. It includes, in addition to the city of Trois-Rivières, the cities of Cap-de-la-Madeleine, Sainte-Marthe-du-Cap-de-la-Madeleine, Saint-Louis-de-France, Trois-Rivières-Ouest and Pointe-du-Lac. Situated at the heart of the oldest colonized zone in Eastern Canada after Newfoundland, it extends along the St. Lawrence River at equal distance (150 km) from the three major urban centres in southern Québec - Montréal, Québec City and Sherbrooke. More than four-fifths of Québec's population lives inside the triangle formed by these cities, and it is the scene of most of the province's economic activity. Also, the Trois-Rivières metropolitan area lies within the corridor extending from Windsor, Ontario, via Toronto and Montréal to Québec City, inside which half of Canada's population and two-thirds of its manufacturing industry are situated.

The above geographic description of the "three rivers" agglomeration is from a contemporary point of view. What was the situation in the 17th century? Under the French regime the primary consideration in choosing sites for new parishes was access to waterways, i.e., the St. Lawrence and its main tributaries, among them the Saint-Maurice. Roads of course were not established until much later. Founded in 1634 by Sieur de Lavolette, Trois-Rivières was to wait another century before being connected to Québec City and Montréal by the chemin du Roy (King's Road), and it was not until 1763 that the same road became the first land route for mail in Canada. The entire economy of New France (and later, Lower Canada), from the fur trade and forestry to the metals industry and shipbuilding, relied on water transportation. The Saint-Maurice river was originally one of the main trade routes between the St. Lawrence valley and western New France, and this spurred the growth of the little colony lying at its mouth. But the Saint-Maurice was superseded by the Saguenay after 1658, and by the Ottawa River after the founding of Ville Marie (Montréal) in 1642.

The site of a vigorous fur trade during its first 25 years, Trois-Rivières spawned a number of "voyageurs", explorers and "coureurs des bois", the most famous of which were Nicolet, Hertel, Godefroy, Radisson, des Groseilliers, Boucher and La Vérendrye. But between 1634 and 1850, after the Saint-Maurice route had lost its commercial importance, the population of the fort and trading post at Trois-Rivières grew very slowly.

Site Considerations

The above-mentioned economic factors influenced the role of Trois-Rivières not long after it was founded. Moreover, the prime farmland around the town and the disadvantages of the initial site, such as the

terraces formed by the early Saint-Maurice delta, continued to affect the rate of expansion of the Trois-Rivières agglomeration until quite recently, at least until 1930.

The map illustrating the expansion of Trois-Rivières' boundaries shows that 40 years ago the early stages of housing construction along boulevard Saint-Louis in the upper Saint-Sacrement parish had barely pushed the urban core to the first slope 1 200 metres north of Platon, the original townsite. The four levels of terraces were not to be urbanized until after 1950. Now, in 1984, residential, commercial and institutional zones spread north along boulevard des Forges, the agglomeration's main north-south artery. The city's continuous built-up area extends to 10 km northwest of Platon.

The sand terraces, in some places steep enough to form a natural barrier between parishes or divide a parish in two (e.g., Saint-Sacrement and Saint-Jean-Baptiste-de-la-Salle), are nevertheless not the only constraints on the development of metropolitan Trois-Rivières. The St. Lawrence limits the city's expansion to the south, while the Saint-Maurice impeded the urban development of the northern sections of Cap-de-la-Madeleine and the adjacent municipality, Saint-Louis-de-France, until the Duplessis and Radisson bridges were built in 1950 and 1971, respectively.

Another factor may have limited the expansion of the city to the west: prime clay-based farmland in nearby Trois-Rivières-Ouest. Until 1963 this community was known as the "municipality of the parish of Trois-Rivières", and functioned essentially as a farm centre until as late as 1930. Even though Trois-Rivières-Ouest has become more of an urban municipality in the last 20 years, the excellent farmland that still remains is far superior to the sandy soils of Trois-Rivières and Cap-de-la-Madeleine.

Fertile farmlands have also limited urban development in the eastern part of metropolitan Trois-Rivières, the municipality of Sainte-Marthe-du-Cap-de-la-Madeleine. Lastly, for the same reasons as in Trois-Rivières, the topography of Cap-de-la-Madeleine has retarded urban development in that city's two northernmost parishes (Saint-Odilon and Sainte-Bernadette).

The Trois-Rivières agglomeration has thus expanded mostly toward the north along the Saint-Maurice, or more precisely, along the two main highways connecting metropolitan Trois-Rivières with the Shawinigan-Grand'Mère agglomeration. Because the sandy soil of the Saint-Maurice "paleo-delta" between Trois-Rivières and Shawinigan is not very suitable for agriculture, it was developed rather late and only sparingly (except on the sites of Forges du Saint-Maurice and Radnor in the Saint-Maurice farm parish). However, the development of a road network between Trois-Rivières and Shawinigan has stimulated some building in the area since 1970, prior to which it had been wooded and uninhabited.

The features of the agglomeration's geography, the weight of its history, and the transformation of the Saint-Maurice into a source of hydroelectric power and an industrial zone since 1900, suggest that in the years to come Trois-Rivières may expand along the Saint-Maurice corridor rather than along the St. Lawrence between Louiseville and Sainte-Anne-de-la-Pérade.

Cyclical Expansion

While the expansion of metropolitan Trois-Rivières was initially stimulated by its favourable location, and later impeded by the natural features of the townsite, its population growth has been influenced by the vicissitudes of the regional and national economies.

After Trois-Rivières lost its leading position in the New France fur trade to the Saguenay in 1658, its population did not grow substantially for two centuries. Even though the "city of Laviolette" was an important administrative centre (like Québec City and Montréal, it had been the seat of a regional "government" since the early days of New France), and the home of a military garrison and a number of educational institutions (the Ursuline order moved to Trois-Rivières in 1697), its population grew very slowly until 1850. In 1765 it had fewer inhabitants than many other villages along the St. Lawrence (Berthier, La Pérade, Neuville, Cap-Santé, Saint-Augustin).

Trois-Rivières remained a hub of trade while manufacturing progressed relatively slowly until 1850. The metal works at Forges du Saint-Maurice, the oldest of its kind in Canada, operated continuously from 1733 to 1883, and its finished products were shipped through the port of Trois-Rivières.

The rapid population growth that occurred between 1850 and 1920 was brought about by various initiatives. In 1850 the government began to develop the Saint-Maurice, first by putting in pilings to channel and control logs floating down the river, then by constructing hydroelectric dams at La Gabelle, Shawinigan and La Tuque. This large-scale development gave a boost to the wood, metal, electrochemical and pulp and paper industries between La Tuque and Trois-Rivières (including Grand'Mère and Shawinigan). A major rail network was also built in the Saint-Maurice Valley during this period, while the harbour facilities at Trois-Rivières were enlarged and modernized. At the same time, logging experienced a major boom in the Laurentian sector of the Saint-Maurice Valley. Thus it is no surprise that the population of the city of Trois-Rivières increased considerably during that period, from 4,936 inhabitants in 1851 to 9,981 in 1901 and 22,367 in 1921.

The population of the city of Trois-Rivières has grown at a slower rate in the last 60 years. After hitting a peak of 57,540 inhabitants in 1966, it declined to 50,466 in 1981. Meanwhile, the population of

metropolitan Trois-Rivières, within its present boundaries, grew from 12,028 in 1901 to 111,453 in 1981, an almost tenfold increase.

The bulk of Trois-Rivières' manufacturing industry was already in place by 1930, but the ensuing Great Depression put a damper on industrial expansion in the region, as it did elsewhere in Canada and in other industrialized countries. The outbreak of World War II (1939-1945) gave the economy a new impetus, and in the fifties several new companies set up operations, including Reynolds in Cap-de-la-Madeleine and Westinghouse in Trois-Rivières itself.

Industrialization has levelled off since 1960, and the Trois-Rivières economy has become more diversified. New jobs have been created primarily in the public and para-public sectors (Hydro-Québec, municipal, provincial and federal governments, school boards, Cégep de Trois-Rivières, Université du Québec à Trois-Rivières, hospitals and community clinics) and the business, finance and service sectors. This has also been a period of substantial urban growth combined with heavy migration from the countryside, increased use of cars, improved road networks and a proliferation of suburban shopping centres. Events of the seventies, such as the energy crisis, slowed this process somewhat, and since that time the population of metropolitan Trois-Rivières has remained relatively stable.

An Unfolding Metropolis

Urban growth in the Trois-Rivières metropolitan area since 1951 is similar in almost every respect to what has happened elsewhere in Québec and North America. For about 30 years most Canadian cities have been experiencing rapid expansion of their urbanized area as more and more subdivisions, encouraged by both the public and private sectors, were built around the urban core, making ownership of a single-family dwelling, duplex or condominium accessible to more people.

Early in the fifties the Normanville housing development, located outside the urban zone at the time, was created. Far from downtown pollution and congestion, the Normanville neighbourhood set the tone for subsequent housing projects, such as the parishes of Saint-Pie-X and Saint-Jean-Baptiste-de-la-Salle, as well as the Spémont neighbourhood in Saint-Jean-de-Brébeuf parish, which were built under the 1960 urban development plan.

The period between 1960 and 1975 was characterized by intense activity in the housing, commercial and industrial construction sector throughout metropolitan Trois-Rivières. This activity was also stimulated by the establishment of a number of businesses and institutions (Les Rivières shopping centre, Cégep de Trois-Rivières, Polyvalente De-La-Salle, Université du Québec à Trois-Rivières), all located on the northern edge of the downtown area.

Despite the development of new residential neighbourhoods, the population of the city of Trois-Rivières has decreased since 1966. The suburban municipalities of Trois-Rivières-Ouest, Pointe-du-Lac, Saint-Louis-de-France and Sainte-Marthe-du-Cap-de-la-Madeleine, have grown rapidly and the population of Cap-de-la-Madeleine has remained unchanged since 1976. The suburban municipalities have been the focus of population growth since 1971; in 1981 they had 4.7 times as many residents as in 1951, whereas the populations of the two central cities of Trois-Rivières and Cap-de-la-Madeleine expanded by factors of 1.1 and 1.7, respectively, in the same period.

A report entitled *Les défis de l'aménagement* (The challenges of development), published in 1982, attempted to assess the costs of this urban development to metropolitan Trois-Rivières taxpayers. Apart from the financial implications, such growth could have a major impact on the quality of life of the region's citizens and on future options for developing the metropolitan area. The report concludes: "Like other cities, Trois-Rivières will have to learn to live with 'progress' (the ubiquitousness of the automobile and its effects on urban lifestyles). This is not impossible. Other cities have shown that it can be done."

Even though the populations of Trois-Rivières and Cap-de-la-Madeleine have stabilized, institutional, industrial and commercial construction has intensified in the two cities during the last 30 years. For example, in 1978 (the best year in the decade for the construction industry) these cities accounted for 93 percent of the industrial construction market and 83 percent of commercial construction in the six municipalities of the Trois-Rivières metropolitan area.

Non-residential construction has nevertheless remained concentrated in suburban zones and industrial parks for the past 15 years. However, municipal officials have frequently stressed the need to revitalize the living environment and business, especially in old Trois-Rivières and the "Carré des Forges" business district.

One City Among Many

Canada's oldest city after St. John's, Newfoundland and Québec City, Trois-Rivières was officially made a Census Metropolitan Area (CMA) in 1981, the twenty-fourth such entity in Canada. According to Statistics Canada, a CMA is "the main labour market area of an urbanized core (or continuously built-up area) having 100,000 or more population. CMAs are usually known by the name of the urban area forming their urbanized core. They contain whole municipalities."

Even before 1981 the Trois-Rivières agglomeration had a large urbanized core comprising the cities of Trois-Rivières and Cap-de-la-Madeleine. However, the built-up area was not continuous between the core and the four adjacent municipalities. As we saw above, the process of urban development is a relatively recent phenomenon. The map (2.1)

showing the dates the Catholic parishes of metropolitan Trois-Rivières were founded indicates that the suburban parishes of Trois-Rivières, Trois-Rivières-Ouest and Cap-de-la-Madeleine, located between the parish of Immaculée-Conception (the historical core of Trois-Rivières) and the parishes of Pointe-du-Lac, Saint-Michel-des-Forges and Sainte-Madeleine - all founded before 1900 - are, for the most part, less than 50 years old and had only a few hundred inhabitants each at the end of the sixties. These suburban parishes were not really connected in terms of built-up area and commuting activity to the Trois-Rivières urbanized core until the 1976-1981 period.

We could not conclude this survey of the evolution of metropolitan Trois-Rivières without comparing it to other metropolitan areas in Canada. With 111,453 inhabitants in 1981, it had the smallest population of all Canada's CMAs. However, to obtain a fair picture, Trois-Rivières should be compared with other metropolitan areas and urban agglomerations of similar size, i.e., urbanized areas with a total population of between 90,000 and 160,000 in 1981.

We have therefore selected 10 metropolitan areas or urban agglomerations across Canada: three in the Atlantic provinces (St. John's, Newfoundland, and Saint John and Moncton, New Brunswick), two in Québec (Chicoutimi-Jonquière and Sherbrooke), four in Ontario (Oshawa, Sudbury, Thunder Bay and Kingston) and one in Western Canada (Saskatoon, Saskatchewan). The charts and tables that follow illustrate the demographic, ethnic, linguistic, and socio-economic features of each area.

Of these 10 metropolitan areas, Trois-Rivières has the smallest proportion of people aged 0 to 19 and the highest percentage of persons of working age (20 to 64). Together with Chicoutimi-Jonquière, it is one of the most ethnically homogeneous regions. Persons of French origin make up 95 percent of the population of metropolitan Trois-Rivières. It is equally homogeneous in the area of language, as 97 percent of the population stated in the 1981 Census that they spoke French at home and 22 percent of the population reported they spoke both of Canada's official languages. Elsewhere in Canada, only cities with large French-speaking populations have more than 30 percent of their population reporting being bilingual; everywhere else the percentage is less than 10 percent.

Socio-economically Trois-Rivières differs from the other metropolitan areas in that it has a high percentage of secondary sector (manufacturing and construction) workers and a higher unemployment rate than all other areas except Chicoutimi-Jonquière. Trois-Rivières also has the second lowest average income per inhabitant, Moncton being the lowest.

The population of metropolitan Trois-Rivières is one of the least mobile of the areas under consideration. Less than 50 percent of the population moved between 1976 and 1981, and most moved within

the same municipality, while 6 percent settled in another municipality within metropolitan Trois-Rivières. This last figure, which is higher than in other areas, reflects a major population shift from downtown neighbourhoods to the suburbs. Furthermore, barely 18 percent of the population counted in 1981 were new to the region since 1976, placing Trois-Rivières at the mean point among the cities studied.

Last but not least, the population of metropolitan Trois-Rivières is very stable from the standpoint of inter-regional migration. Net migration out of the CMA between 1976 and 1981 was 460 persons, much lower than for most other urban centres. Only Oshawa, Ontario, the largest automobile manufacturing centre in Canada, and Saskatoon, the hub of Saskatchewan's potash and oil industries, recorded migration surpluses during this period.

The object of this short comparative survey was to relate Trois-Rivières to metropolitan areas and urban agglomerations of comparable size in Canada. The following illustrations provide a more detailed picture of these comparisons.

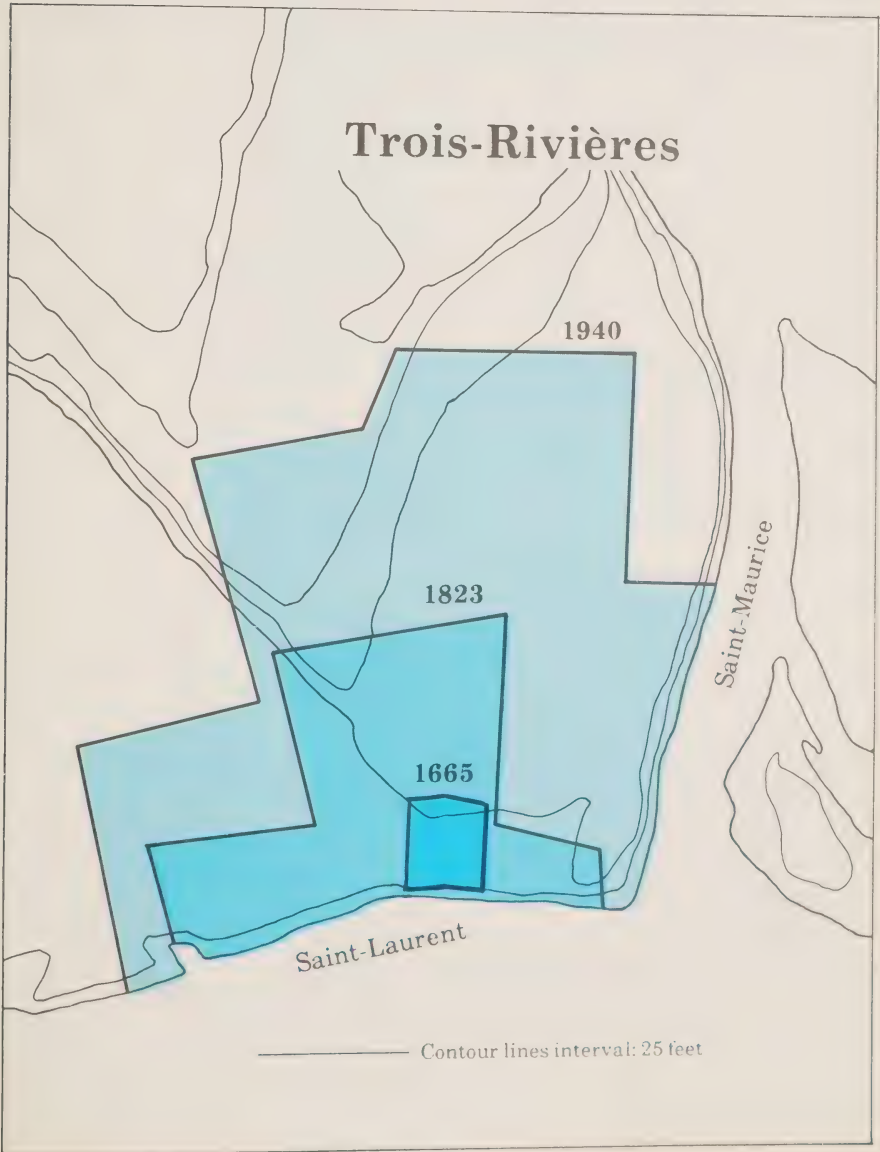
Now that we have briefly described the evolution of metropolitan Trois-Rivières and compared its demographic and socio-economic characteristics with other Canadian metropolitan areas, we may turn our attention to the different neighbourhoods that make up the Trois-Rivières agglomeration.



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Map 1.1
Expansion of the Trois-Rivières
Built-up Area



Map 1.2
Stages in
Trois-Rivières
Urban Development

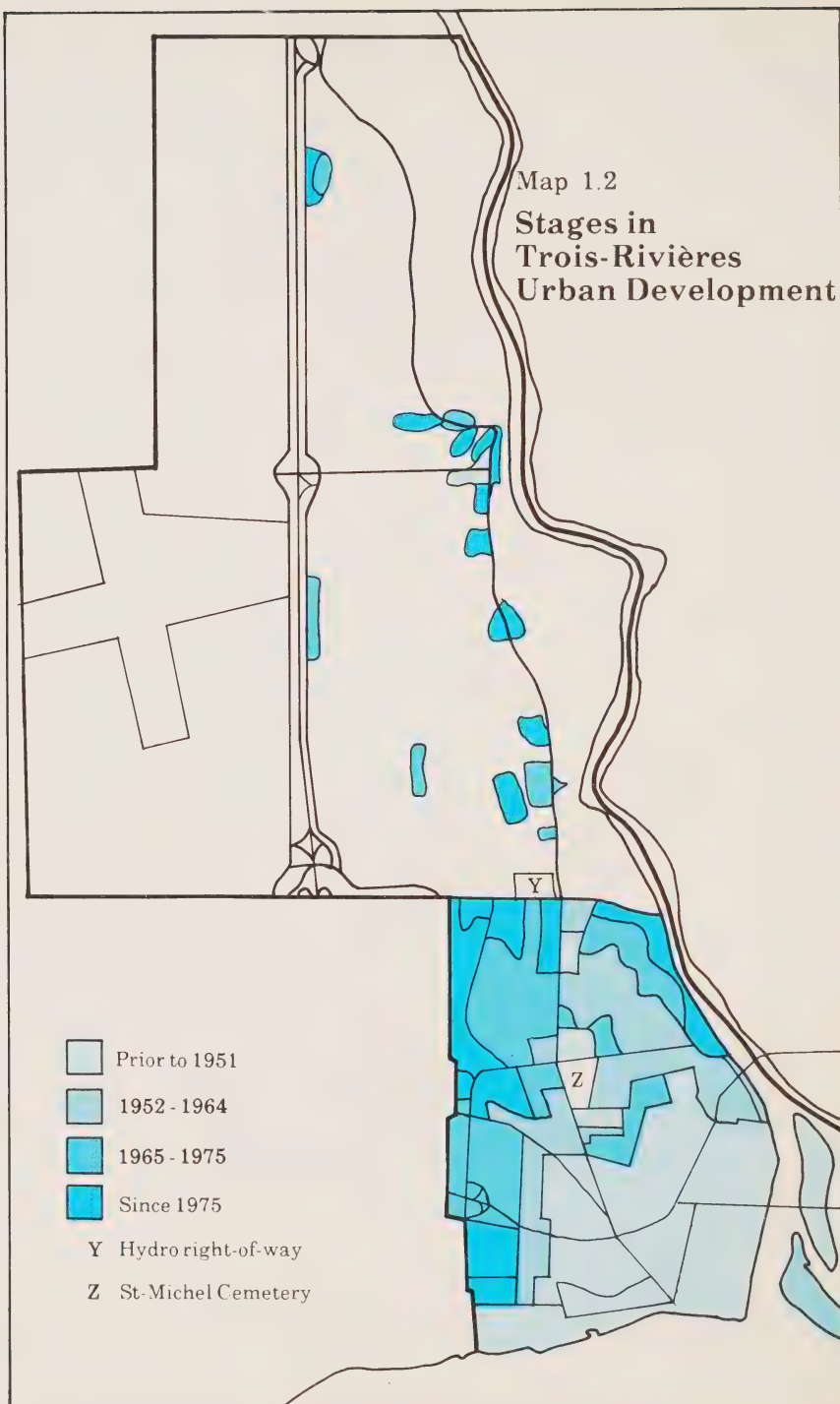


Chart 1.3

Housing Starts, Selected CMAs and CAs, 1971 and 1982

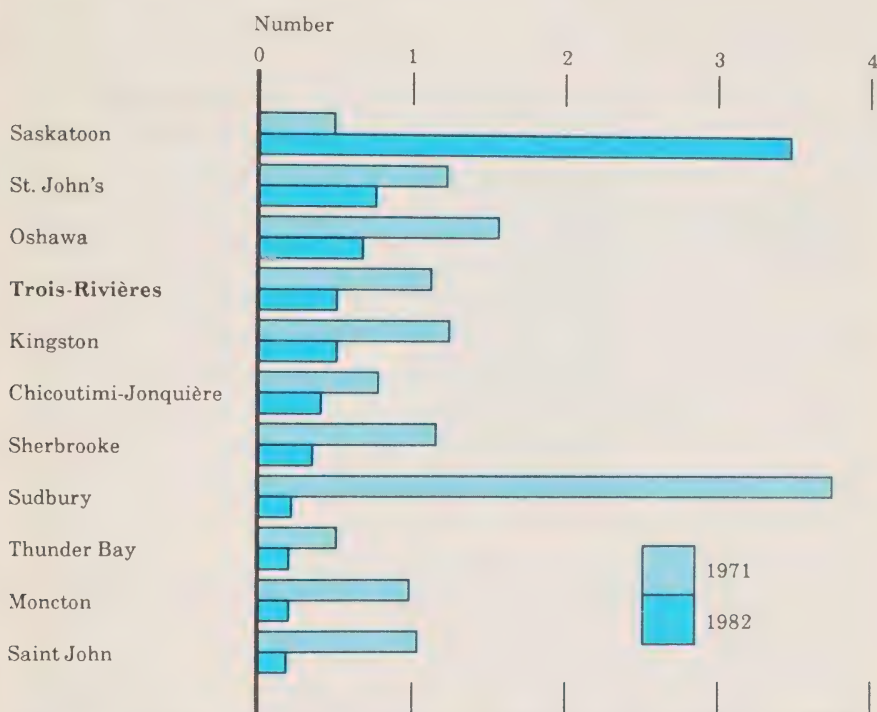


Chart 1.4

Size of Households, Selected CMAs and CAs, 1981

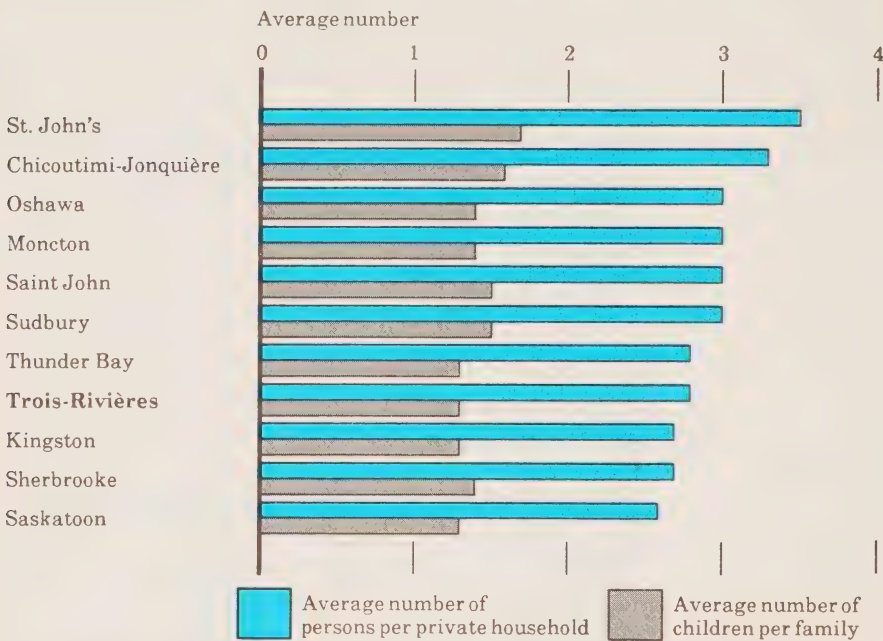


Chart 1.5
**Ethnic Origins,
Selected CMAs and CAs, 1981**

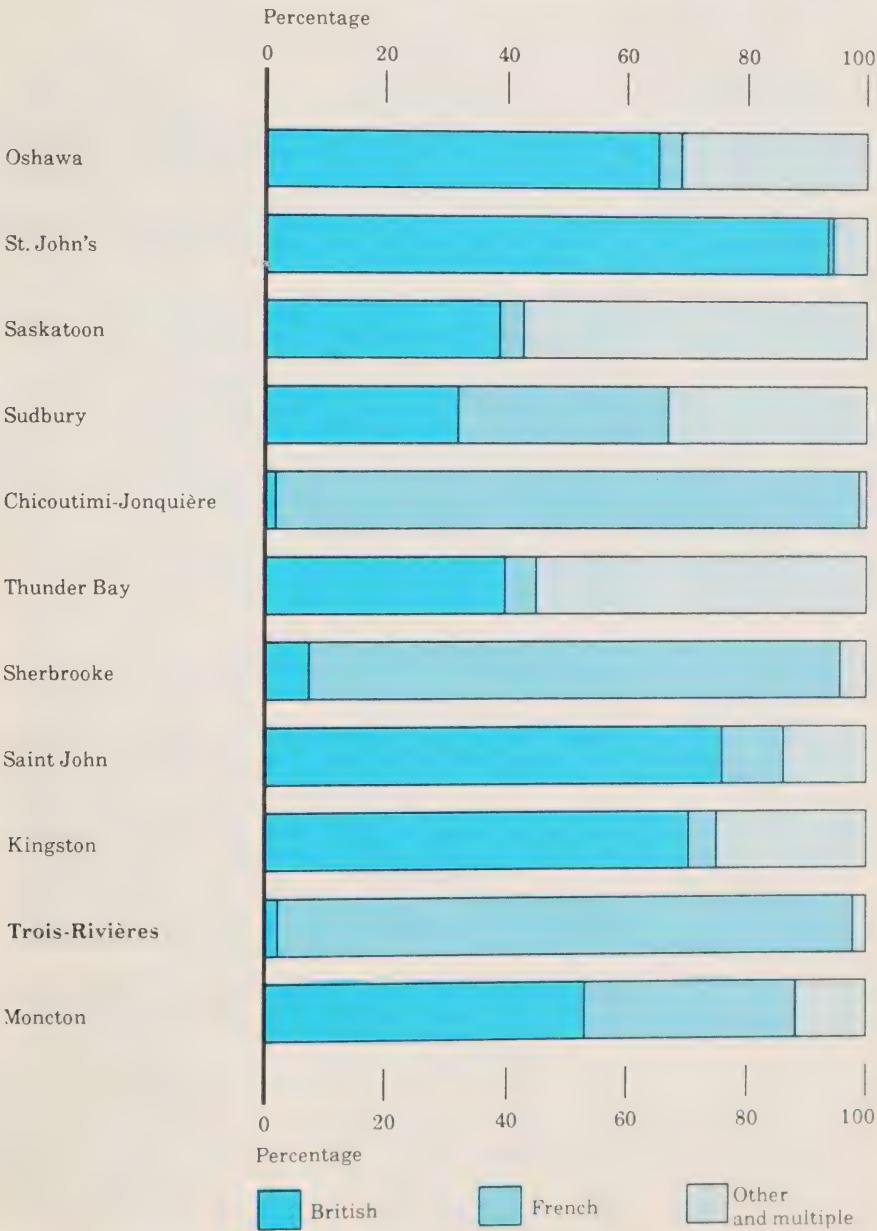


Chart 1.6
Language Spoken at Home,
Selected CMA and CAs, 1981



Chart 1.7

Proportion of Bilingual Persons,
Selected CMAs and CAs, 1981



Chart 1.8

Labour Force by Industry Division, Selected CMAs and CAs, 1981

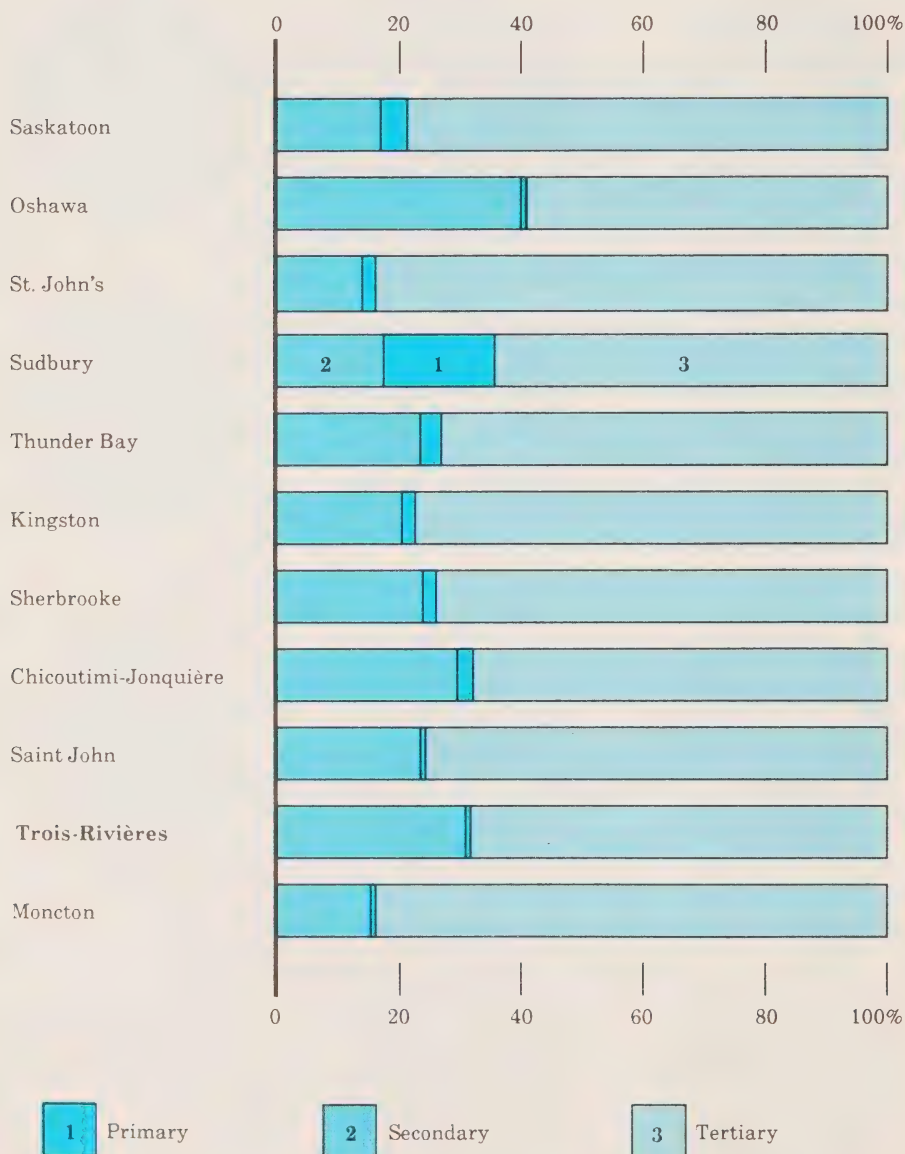


Chart 1.9
**Unemployment Rate,
Selected CMAs and CAs, 1981**

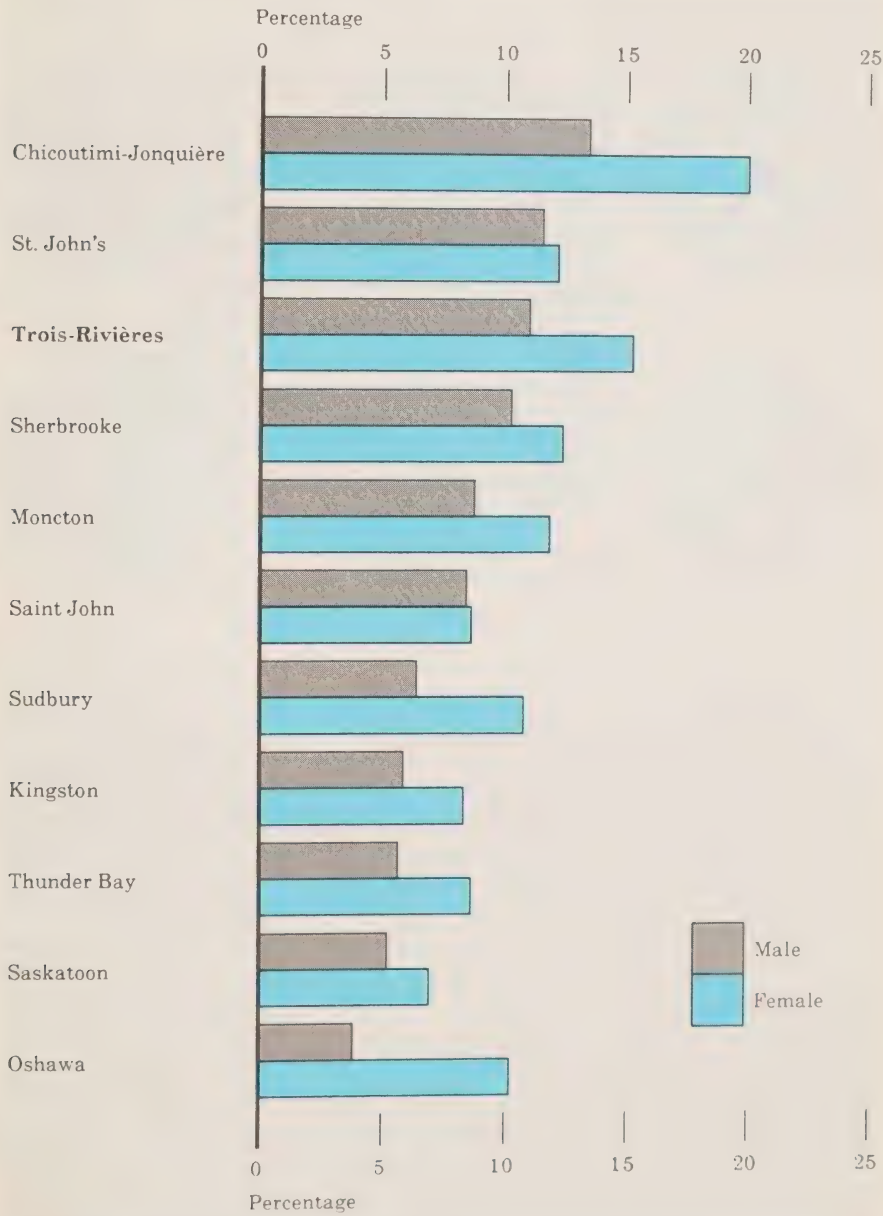


Chart 1.10
Average Total Income, Selected CMAs and CAs, 1980

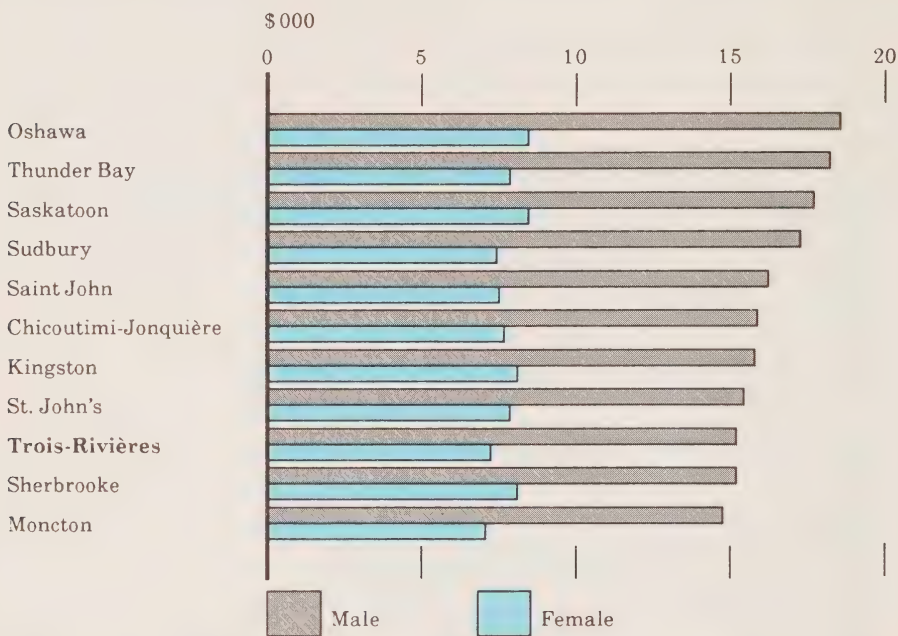


Chart 1.11
**Population Mobility,
 Selected CMAs and CAs, 1976-1981**

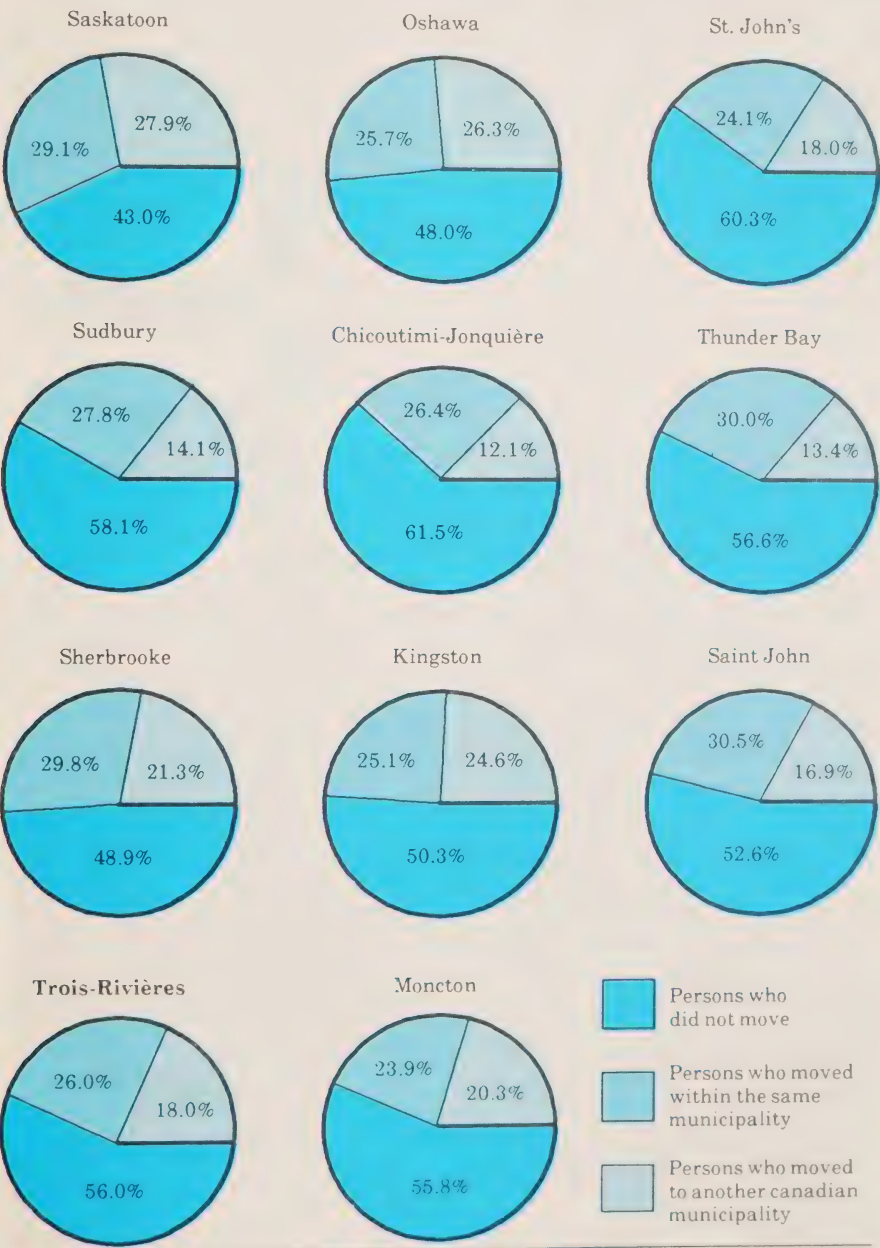


Chart 1.12

Net Internal Migration,
Selected CMAs and CAs, 1976-1981

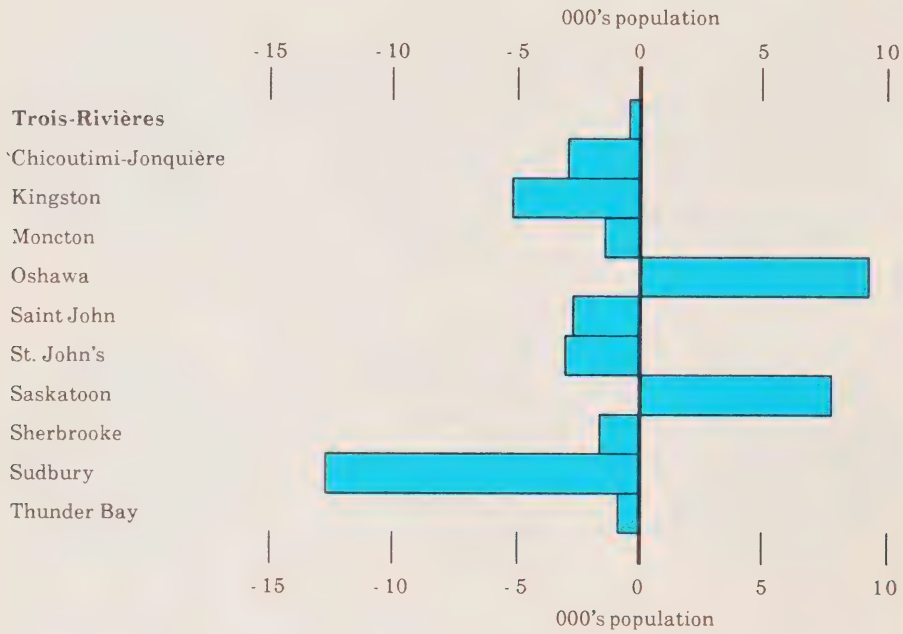


Table 1.13

Evolution of the Population of the City
of Trois-Rivières, 1642-1981

| Year | Population | Year | Population |
|------|------------|------|------------|
| 1642 | 70 | 1871 | 8,414 |
| 1653 | 203 | 1901 | 9,981 |
| 1667 | 213 | 1911 | 13,691 |
| 1668 | 216 | 1921 | 22,367 |
| 1707 | 300 | 1931 | 35,450 |
| 1765 | 644 | 1941 | 42,007 |
| 1790 | 1,213 | 1951 | 46,074 |
| 1825 | 2,908 | 1961 | 53,477 |
| 1831 | 2,627 | 1971 | 55,869 |
| 1851 | 4,936 | 1981 | 50,466 |
| 1861 | 6,058 | | |



Table 1.14

Evolution of the Population of Selected CMA's and CAs 1951-1981*

| CMA's and CAs | 1951-1961 | 1961-1971 % change | 1971-1981 |
|-----------------------|-----------|-----------------------|-----------|
| Trois-Rivières | 22.48 | 17.06 | 13.81 |
| Chicoutimi-Jonquière | 38.06 | 27.33 | 1.10 |
| Sherbrooke | 25.17 | 20.38 | 38.73 |
| St. John's | 34.08 | 45.11 | 17.45 |
| Saint John | 21.99 | 11.70 | 6.84 |
| Sudbury | 56.16 | 40.41 | -3.54 |
| Thunder Bay | 30.99 | 20.21 | 8.28 |
| Saskatoon | 79.33 | 32.37 | 21.95 |
| Kingston | 28.57 | 35.41 | 33.89 |
| Moncton | 23.15 | 28.06 | 37.72 |
| Oshawa | 56.87 | 48.69 | 28.17 |

*According to their limits in each census.

Table 1.15

Households by Number of Persons, City of Trois-Rivières, 1951-1981

| Year | 1 pers. | 2 pers. | 3 pers. | 4-5 pers. | 6-9 pers. | 10 and over | Average number pers./household |
|------|---------|---------|---------|-----------|-----------|-------------|-----------------------------------|
| 1951 | 305 | 1,485 | 1,885 | 3,125 | 2,340 | 390 | 4.6 |
| 1961 | 836 | 2,382 | 2,415 | 4,007 | 2,458 | 274 | 4.1 |
| 1971 | 2,135 | 3,730 | 2,930 | 4,610 | 2,030 | 150 | 3.5 |
| 1981 | 4,780 | 5,715 | 3,495 | 4,165 | 655 | 15 | 3.1 |

Table 1.16

Population by Ethnic Origin and Language of Trois-Rivières CMA, 1881 and 1981

| | Brit./Engl. | | French | | Other | | Bilingual |
|-------------------|---------------|------|--------|-------|-------|------|-----------|
| | 1881 | 1981 | 1881 | 1981 | 1881 | 1981 | 1981 |
| | In percentage | | | | | | |
| Ethnic origin | 5.74 | 2.33 | 93.00 | 95.26 | 1.26 | 2.41 | |
| Mother tongue | | 2.21 | | 97.11 | | 0.68 | |
| Home language | | 2.49 | | 97.07 | | 0.44 | |
| Official language | | 0.21 | | 77.61 | | 0.10 | 22.08 |

Table 1.17

Labour Force by Industry Division for Selected CMA's and CAs, 1981

| | Primary sector ¹ | Secondary sector ² | Tertiary sector ³ per cent | Total (number) |
|-----------------------|--------------------------------|----------------------------------|---|-------------------|
| Trois-Rivières | 1.24 | 30.63 | 68.13 | 48,745 |
| Chicoutimi-Jonquière | 2.91 | 29.90 | 67.19 | 54,250 |
| Kingston | 2.46 | 20.58 | 76.96 | 57,880 |
| Moncton | 1.25 | 15.85 | 82.90 | 44,330 |
| Oshawa | 1.35 | 39.70 | 58.95 | 77,520 |
| Saint John | 1.12 | 23.84 | 75.04 | 51,330 |
| St. John's | 2.55 | 14.29 | 83.16 | 69,860 |
| Saskatoon | 4.81 | 17.24 | 77.95 | 80,790 |
| Sherbrooke | 1.92 | 24.64 | 73.44 | 55,315 |
| Sudbury | 18.20 | 17.87 | 63.93 | 67,585 |
| Thunder Bay | 3.72 | 23.57 | 72.71 | 61,700 |

1. Agriculture, forestry, hunting and fishing, mining.

2. Manufacturing, construction and public works.

3. Transportation, trade, finance, services, public administration.



Table 1.18

Evolution of the Population of Trois-Rivières CMA and Component Municipalities, 1931-1981

| CMA | 1931 | 1941 | 1951 | 1956 | 1961 | 1966 | 1971 | 1976 | 1981 |
|--------------------------------------|--------|--------|--------|--------|--------|--------|---------|---------|---------|
| Trois-Rivières | 47,667 | 58,396 | 70,578 | 79,909 | 89,002 | 98,840 | 102,393 | 106,031 | 111,453 |
| Trois-Rivières, City | 35,450 | 42,007 | 46,074 | 50,483 | 53,477 | 57,540 | 55,869 | 52,518 | 50,466 |
| Cap-de-la-Madeleine | 8,748 | 11,961 | 18,667 | 22,943 | 26,925 | 29,433 | 31,463 | 32,126 | 32,626 |
| Trois-Rivières-Ouest | 1,199 | 1,881 | 2,695 | 2,655 | 4,094 | 6,345 | 8,057 | 10,564 | 13,107 |
| Pointe-du-Lac | 746 | 724 | 766 | 773 | 945 | 1,329 | 2,055 | 4,122 | 5,359 |
| Saint-Louis-de-France | 740 | 882 | 1,127 | 1,458 | 1,822 | 2,043 | 2,408 | 3,326 | 5,078 |
| Sainte-Marthe-du-Cap-de-la-Madeleine | 784 | 941 | 1,249 | 1,597 | 1,739 | 2,150 | 2,541 | 3,375 | 4,817 |

NOTE: Part of the City of Trois-Rivières was ceded to St-Michel-des-Forges in 1954.

Annexed to the City of Trois-Rivières:- parts of the municipality of the parish of Trois-Rivières in 1947, 1949 and 1950
 - part of St-Michel-des-Forges in 1955
 - St-Michel-des-Forges on December 30, 1961
 - part of the city of Trois-Rivières-Ouest in 1964

Table 1.19

Population of Trois-Rivières CMA Municipalities Relative to Total Population, 1951-1981

| Municipality | 1951 | 1961 | 1971 | 1981 |
|--------------------------------------|-------|----------|-------|-------|
| | | per cent | | |
| Trois-Rivières | 65.3 | 60.1 | 54.6 | 45.3 |
| Cap-de-la-Madeleine | 26.4 | 30.2 | 30.7 | 29.3 |
| Trois-Rivières-Ouest | 3.8 | 4.6 | 7.9 | 11.8 |
| Pointe-du-Lac | 1.1 | 1.1 | 2.0 | 4.8 |
| Saint-Louis-de-France | 1.6 | 2.1 | 2.3 | 4.5 |
| Sainte-Marthe-du-Cap-de-la-Madeleine | 1.8 | 1.9 | 2.5 | 4.3 |
| *Trois-Rivières CMA | 100.0 | 100.0 | 100.0 | 100.0 |

* 1981 definition applies to all years.

Table 1.20

Population of the Urbanized Core and Suburban Municipalities Relative to Total Population, 1931-1981

| | 1931 | 1951 | 1961 per cent | 1971 | 1981 |
|--------------------------------|-------|-------|------------------|-------|-------|
| Urbanized core ¹ | 92.7 | 91.7 | 90.3 | 85.3 | 74.6 |
| Suburban area ² | 7.3 | 8.3 | 9.7 | 14.7 | 25.4 |
| Trois-Rivières CMA* | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 |

* 1981 definition applies to all years.

1. Trois-Rivières city, Cap-de-la-Madeleine

2. Trois-Rivières-Ouest, Pointe-du-Lac, Saint-Louis-de-France,
Sainte-Marthe-du-Cap-de-la-Madeleine

Table 1.21

Population of Metropolitan Areas in Canada, 1981

| CMA | Population | Largest city | Population | City/ CMA (%) |
|----------------------------|------------|----------------|------------|---------------------|
| 1. Toronto | 2,998,947 | Toronto | 599,217 | 19.9 |
| 2. Montréal | 2,828,349 | Montréal | 980,354 | 34.7 |
| 3. Vancouver | 1,268,183 | Vancouver | 414,281 | 32.7 |
| 4. Ottawa-Hull | 717,978 | Ottawa | 295,163 | 41.1 |
| 5. Edmonton | 657,057 | Edmonton | 532,246 | 81.0 |
| 6. Calgary | 592,743 | Calgary | 592,743 | 100.0 |
| 7. Winnipeg | 584,842 | Winnipeg | 564,473 | 96.5 |
| 8. Québec | 576,075 | Québec | 166,474 | 28.9 |
| 9. Hamilton | 542,095 | Hamilton | 306,434 | 56.5 |
| 10. St. Catharines-Niagara | 304,353 | St. Catharines | 124,018 | 40.7 |
| 11. Kitchener | 287,801 | Kitchener | 139,734 | 48.6 |
| 12. London | 283,668 | London | 254,280 | 89.6 |
| 13. Halifax | 277,727 | Halifax | 114,594 | 41.3 |
| 14. Windsor | 246,110 | Windsor | 192,083 | 78.0 |
| 15. Victoria | 233,481 | Victoria | 64,379 | 27.5 |
| 16. Regina | 164,313 | Regina | 162,613 | 98.9 |
| 17. St. John's | 154,820 | St. John's | 83,770 | 54.1 |
| 18. Oshawa | 154,217 | Oshawa | 117,519 | 76.2 |
| 19. Saskatoon | 154,210 | Saskatoon | 154,210 | 100.0 |
| 20. Sudbury | 149,923 | Sudbury | 91,829 | 61.2 |
| 21. Chicoutimi-Jonquière | 135,172 | Chicoutimi | 60,064 | 44.4 |
| 22. Thunder Bay | 121,379 | Thunder Bay | 112,486 | 92.6 |
| 23. Saint John | 114,048 | Saint John | 80,521 | 70.6 |
| 24. Trois-Rivières | 111,453 | Trois-Rivières | 50,466 | 45.3 |



Chapter II

Trois-Rivières and its Neighbourhoods

Urban Landscape

Population Growth

Socio-economic Characteristics

Family Environment

Cultural Homogeneity

A Mosaic of Neighbourhoods

Recent Changes





Trois-Rivières and its Neighbourhoods

The expansion of the Trois-Rivières metropolitan area and the growth of its population have had a significant effect on the evolution of its neighbourhoods. In the following pages these neighbourhoods are designated by their popular names or by the names of their constituent parishes. The neighbourhoods differ from one another primarily in urban landscape and population. Consequently, this chapter will begin by describing the urban landscape of the different parts of the city, with special emphasis on the habitat (streets, buildings and houses). It will then describe the main features of the population, its growth, socio-economic conditions, family environment and ethnic origin. Lastly we will derive a classification of neighbourhoods from the way these two factors - landscape and population - overlap, and attempt to describe the resulting mosaic.

Urban Landscape

The built-up area of the Trois-Rivières metropolitan area differs from that of many in the country in that it is semi-circular, truncated by the St. Lawrence, with the city core at its centre. The built-up area itself is cut in two by the Saint-Maurice River. This topography, a magnificent setting for a city, created some access problems that had to be overcome.

Trois-Rivières' main arteries converge on the downtown area, whereas in Cap-de-la-Madeleine they straddle the Saint-Maurice via the Duplessis and Radisson bridges. The structure of the road network reflects the constraints imposed by the river and probably accounts for the heavier concentration of services and commercial activity along rue Fusey, which some people still call Cap-de-la-Madeleine's "downtown". As is often the case in urban agglomerations, concentrations of specific types of housing in Trois-Rivières correspond to periods of urban residential expansion and the kinds of construction preferred by new generations of households. The relative value of downtown property and the range and cost of services provided to Trois-Rivières residents over the years have also influenced the layout of neighbourhoods.

The old downtown neighbourhoods of Saint-Philippe and Sainte-Cécile contain primarily apartment buildings. Since buildings there are, on average, quite old, structures of five or more storeys are not very numerous. The means of transportation available at the time these neighbourhoods were established favoured high population density.

Over the years tastes changed, transportation improved, new households tended to settle outside the downtown area and the duplex became fashionable in the early forties. The trend toward building this

kind of housing away from the old core was certainly not independent of a decentralization of industry. Consequently, duplexes were quite popular in Sainte-Marguerite, Saint-Jean-de-Brébeuf and the old quarter of Cap-de-la-Madeleine.

Thereafter, increased use of automobiles and a rising standard of living facilitated more expansive urban development. The emergence of suburban neighbourhoods in the fifties resulted from young families' decisions to set up their households there. First they began moving into Trois-Rivières-Ouest and the northern part of Trois-Rivières. A few years later they began to settle at the periphery of the metropolitan area in Pointe-du-Lac, Saint-Louis-de-France and Sainte-Marthe-du-Cap-de-la-Madeleine.

Population Growth

Between 1961 and 1981 the population of the central parts of the metropolitan area, which were also the earliest settled, shrank considerably, in some places by half. Conversely, some districts grew rapidly, their populations doubling and even tripling, while new neighbourhoods sprang up in the suburbs.

The contrast between the downtown and suburban neighbourhoods in terms of population growth has been influenced by various factors, including an expansion of the urban agglomeration fueled by rural migration to the region, the movement of young people out of downtown neighbourhoods to set up homes and occupy new housing in the suburbs, and the attraction of a new architectural style, the bungalow. Widespread use of cars and the poor quality of available housing in some neighbourhoods have alternately fostered or encouraged greater mobility.

Other factors are inherent in the population itself. Since suburban neighbourhoods are inhabited primarily by young households, they contain more children, and this is reflected in the different birth rates in the parishes. Conversely, because the downtown neighbourhoods are made up of older households, the mortality rate there is higher.

Socio-economic Characteristics

We have seen that each neighbourhood possesses its own peculiar housing and population profile. We will now examine the education levels, occupations and income of the residents of each neighbourhood to indicate socio-economic differences between them.

Education levels differ from one neighbourhood to the next. There is a higher proportion of university graduates in the suburbs, and a higher proportion of people with less than nine years of schooling in the downtown neighbourhoods.

Administrators, managers, executives, teachers and health professionals predominate in Saint-Jean-Baptiste-de-la-Salle, Saint-Pie-X and Sainte-Bernadette. On the other hand, there are relatively more machine operators and transportation, factory and construction workers in downtown neighbourhoods such as Sainte-Cécile and Saint-Philippe. Clerical employees and sales and service workers show no particular geographical concentration.

Education level and type of occupation are likely to have an influence on families' income levels. Lower-income families tend to be located in downtown neighbourhoods, whereas middle-income families tend to live in the suburbs. Families with higher incomes are found in neighbourhoods such as Terrasse Duvernay and Châteaudun and the parish of Saint-Jean-Baptiste-de-la-Salle. Owner-occupied housing is generally located in neighbourhoods with incomes in the middle to high range.

Family Environment

Neighbourhoods also differ in the type of family that predominates. The family environment can be described with a number of variables, but we will use only two of the most significant ones: marital status and family life cycle.

Single-person households account for almost 20 percent of the total number of households in the area. Single people are relatively more numerous in downtown neighbourhoods, especially in the core area. Widowed and divorced people follow a similar pattern, i.e., they tend to live in downtown neighbourhoods, and as a result, the greatest concentration of single-parent families is to be found there. Married couples, though the majority in all neighbourhoods, are more numerous in the suburbs.

An examination of residents' marital status reveals three zones. The first - downtown neighbourhoods - is characterized by a concentration of single people, widowed and divorced people and single-parent families. The second zone - inner and outer suburbs - features low proportions in these categories. Lying between the latter two is a zone with average representation of all categories. Only the Notre-Dame-de-la-Paix district stands apart from the adjoining areas. In terms of marital status it resembles the downtown neighbourhoods in almost every respect. This area was developed in the forties by low income families and has a marital profile very similar to that of the downtown area.

Three stages can be identified in the life cycle of a family: young couples without children, middle-aged couples with children, and older couples whose children have grown up and left home. The urban fabric reflects these stages. For example, the proportion of children under 15 years of age is very high in the suburbs and quite low in the downtown neighbourhoods. This situation is also evidenced by differences in the average number of persons per household.

Cultural Homogeneity

The Trois-Rivières metropolitan area is ethnically very homogeneous. In 1981 more than 95 percent of its 111,453 residents were of French origin. The 2,575 persons of British origin make up 2.3 percent of the population.

This high level of ethnic homogeneity is partly a function of low immigration into the Trois-Rivières area since the beginning of the century. In 1981 only 490 people indicated they had immigrated into the area before 1946. Between then and 1964, an average of 23 persons immigrated into the area each year. However, between 1964 and 1981, this figure rose to 60. A more aggressive accommodation policy, in some cases combined with hospitality shown by residents (e.g. toward Vietnamese refugees), probably accounts for higher immigration levels over the last 15 years.

Despite this homogeneity, a certain concentration of ethnic groups can be noted. For example, although persons of British origin number no more than 200 in any one Census tract, they tend to congregate in areas where their institutions, such as Three Rivers High School, St Patrick's School and St Patrick's Church, are located. Other ethnic groups follow a similar pattern. The Lambert and Terrasse Duvernay areas are more ethnically diverse, with over 10 different groups represented.

Trois-Rivières' linguistic homogeneity is a consequence of its ethnic homogeneity. Ninety-seven percent of its residents speak French at home, 2.5 percent speak English, and less than 1 percent speak another language. Persons with non-French mother tongues are relatively more numerous in the boulevard des Chenaux area.

In 1981, 43 percent of people whose mother tongue was English spoke French at home, compared with 20 percent for people whose mother tongue was neither French nor English. Anglophones living in the suburbs used French less often at home than those in other parts of the city. The area between rue Whitehead and the Francheville highway departs somewhat from the general trend as 27 percent of persons whose mother tongue is English used French at home.

There is also a high degree of religious homogeneity. In 1981, 95.7 percent of the population was Catholic. The United Church was the second-largest denomination, with a following of 810. Approximately 2,200 persons belong to other faiths, and 1,000 indicated no religious preference.

A Mosaic of Neighbourhoods

In this chapter we have seen that the faces of the various neighbourhoods in the Trois-Rivières agglomeration are shaped by noticeable socio-economic differences. These neighbourhoods can be

classified using the following three features: percentage of detached houses, average income per family, and the proportion of children under 15 years of age.

The first group of neighbourhoods, the **downtown neighbourhoods**, is made up primarily of the oldest parishes in the city, e.g. Saint-Philippe and the Hertel area. It also includes the Notre-Dame-de-la-Paix area, and is characterized by an elderly, low-income population, and apartment buildings and duplexes. Sainte Famille de Cap-de-la-Madeleine is similar to the downtown neighbourhoods, but has a rather large population under 15 years of age.

Several neighbourhoods, built more recently, partly surround the previous ones and more or less coincide with the parishes of Sainte-Marguerite-de-Cortone, Saint-Sacrement and Saint-François-d'Assise in Trois-Rivières, and the parishes of Sainte-Madeleine (minus Sainte-Marthe), Saint-Lazare, Saint-Gabriel-Archange and Saint-Eugène in Cap-de-la-Madeleine. The population living in these neighbourhoods is characterized by family incomes below the metropolitan area average and a low proportion of children under 15 years of age. In addition, duplexes are relatively numerous.

A second group of neighbourhoods forms what could be called the **inner suburbs**. It contains many bungalows and a few buildings higher than five storeys. This zone may be divided into three sub-sectors. The first contains the parishes of Saint-Pie-X and Saint-Jean-de-Brébeuf, which are characterized by a high income per family and a relatively small population under 15 years of age. The second sub-sector comprises the parishes of Saint-Odilon, Sainte-Catherine-de-Sienne, Sainte-Thérèse-de-l'Enfant-Jésus, Saint-Laurent (minus Notre-Dame-de-la-Paix) and includes the portion of Sainte-Bernadette located east of rue Thibau. These parishes are distinguished by a higher than average income per family and quite a high proportion of children under 15 years of age. The parishes of Jean-XXIII, Saint-Jean-Baptiste-de-la-Salle and the portion of Sainte-Bernadette located west of rue Thibau form the third sub-sector. They contain larger families and higher incomes per family. With their single-family dwellings, these neighbourhoods epitomize the North American suburb.

The last group, which encircles the entire city, forms what could be called the **outer suburbs**. This zone contains the parishes located on the fringe of the Trois-Rivières metropolitan area, i.e., Pointe-du-Lac, Saint-Michel des-Forges, Saint-Louis-de-France, and the Sainte-Marthe-du-Cap-de-la-Madeleine area. The outer suburbs are characterized by single-family dwellings, families with average incomes and high numbers of children under 15 years of age.

This arrangement of Trois-Rivières neighbourhoods corresponds closely to the way residents perceive them. The first group contains parishes created before 1920 or developed after the boom associated with the paper industry (1925-1949), and the second,

parishes created during the period of urban growth (1950-1971). The latter group includes half-rural, half-urban parishes that are similar in population and economic and social fabric. However, two areas stand out from the rest: the Notre-Dame-de-la-Paix district because of its location, and the parish of Sainte-Famille on account of its overall character.

Recent Changes

The old neighbourhoods did not mark time while new ones were being built. Notre-Dame-de-la-Paix underwent a thorough transformation in 1970 when 250 dwellings were demolished and 170 low-rent units were built. The Hertel and Saint-Philippe areas have been renovated. The Québec Department of Cultural Affairs declared the old town an historical site on May 6, 1964. An ultra-modern city hall was opened in 1967, and in 1971 it received the Vincent Massey prize. The Québec government also built the Francheville autoroute, an urban expressway that has accentuated the evolution of the city's environment.

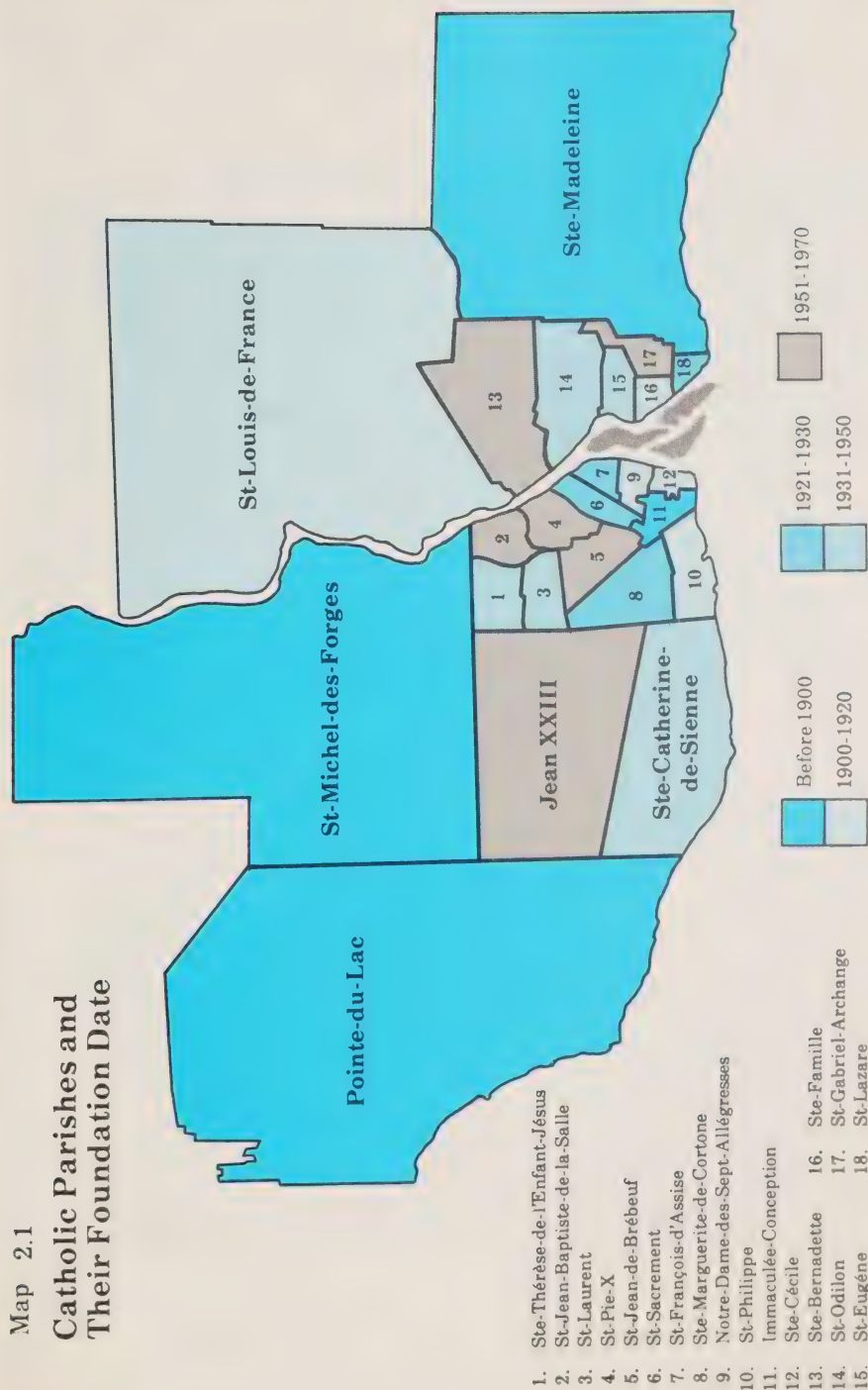
Other areas have changed character without major physical alterations, as in the case of rue Bonaventure, rue des Forges and boulevard des Récollets at the corner of boulevard des Forges, to name only those that previously had a more residential orientation. Further transformations and changes are to be expected, such as the development of Terrasse Turcotte near the city core, which will make the downtown neighbourhoods more attractive for housing.

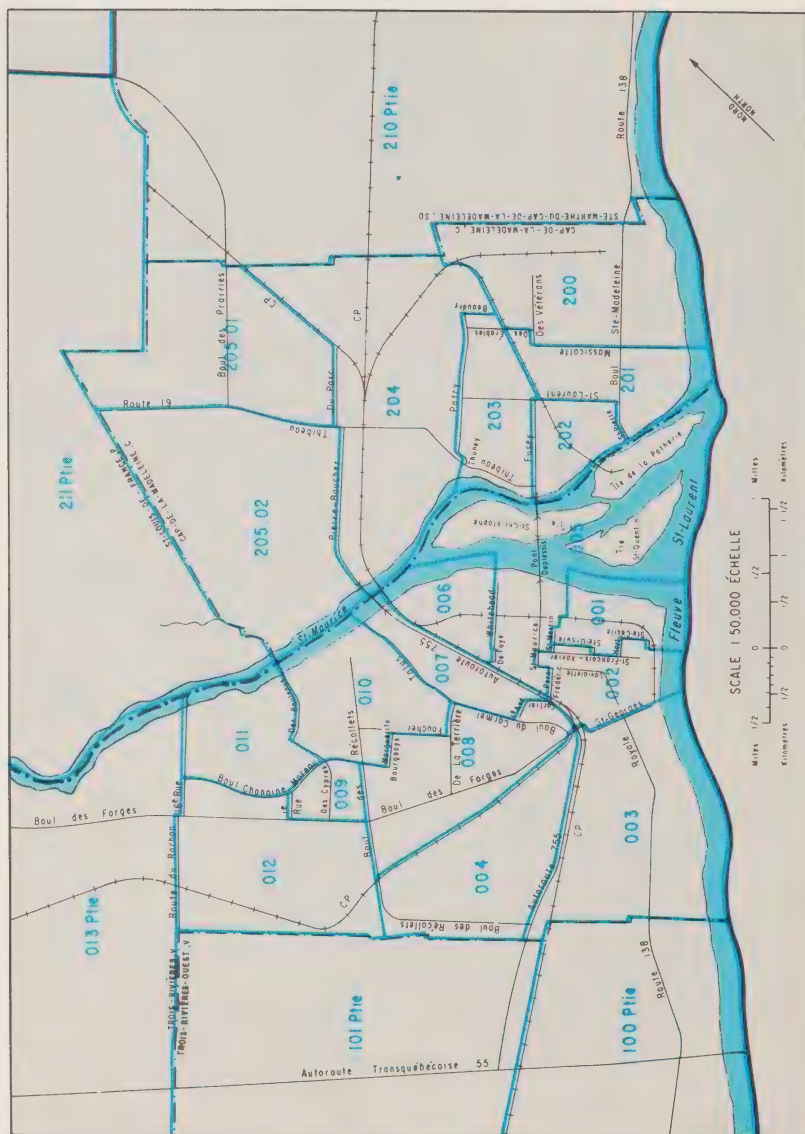
This overview of the neighbourhoods of Trois-Rivières reveals a configuration similar to most other Canadian cities: an old downtown area with high population density inhabited by lower income groups; a more modern, low-density suburban area inhabited by higher income groups. However, because of the area's ethnic, linguistic and religious homogeneity, no neighbourhood is very strongly marked by one or more of these features, in contrast to the situation in many other Canadian cities.

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- Map 2.10 Average Family Income, 1981
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Map 2.1
Catholic Parishes and
Their Foundation Date

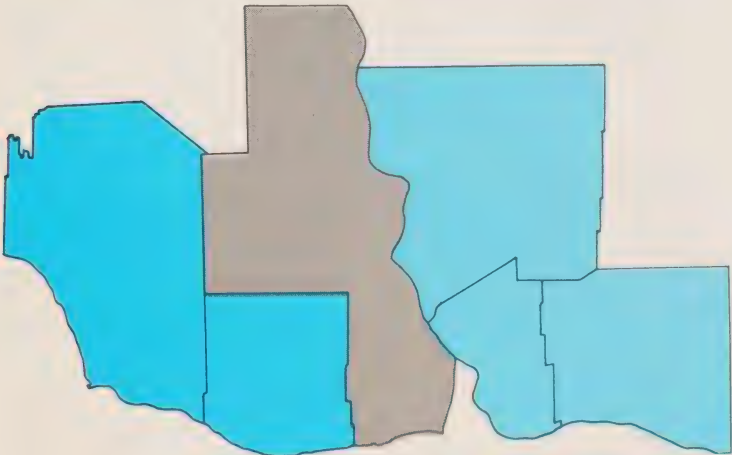
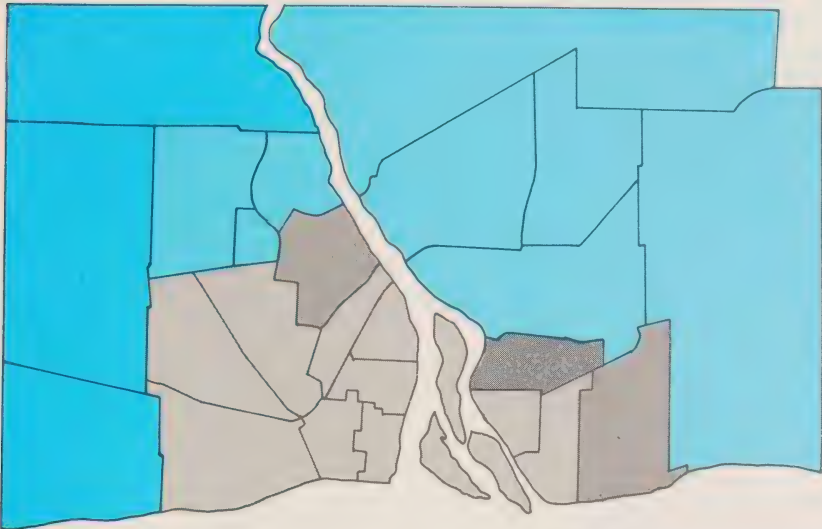




Map 2.2
Census Tracts Used in
Studying Neighbourhoods

Map 2.3

Population Growth by Neighbourhood, 1971-1981



Index
 $\frac{\text{Pop. 1981}}{\text{Pop. 1971}}$

Decrease



0.63-0.85

0.86-0.99

Increase

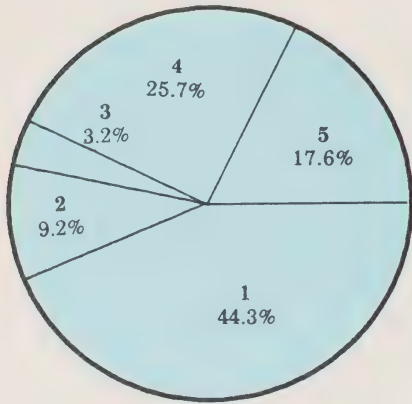


1.01-1.35

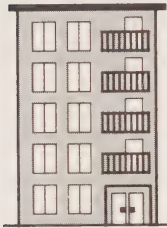
1.36-2.51

Chart 2.4

Structural Type of Dwellings, Trois-Rivières and Selected CMAs, 1981



- 1. Detached single dwellings
- 2. Attached single dwellings
- 3. Apartment building with more than five storeys
- 4. Apartment building with less than five storeys
- 5. Duplexes



Apartment or Flat

| | |
|----------------|------|
| Trois-Rivières | 46.5 |
| Toronto | 41.8 |
| Halifax | 44.0 |
| Montréal | 68.1 |
| Vancouver | 39.5 |



Single Attached

| | |
|----------------|------|
| Trois-Rivières | 9.2 |
| Toronto | 16.4 |
| Halifax | 9.2 |
| Montréal | 5.4 |
| Vancouver | 5.9 |

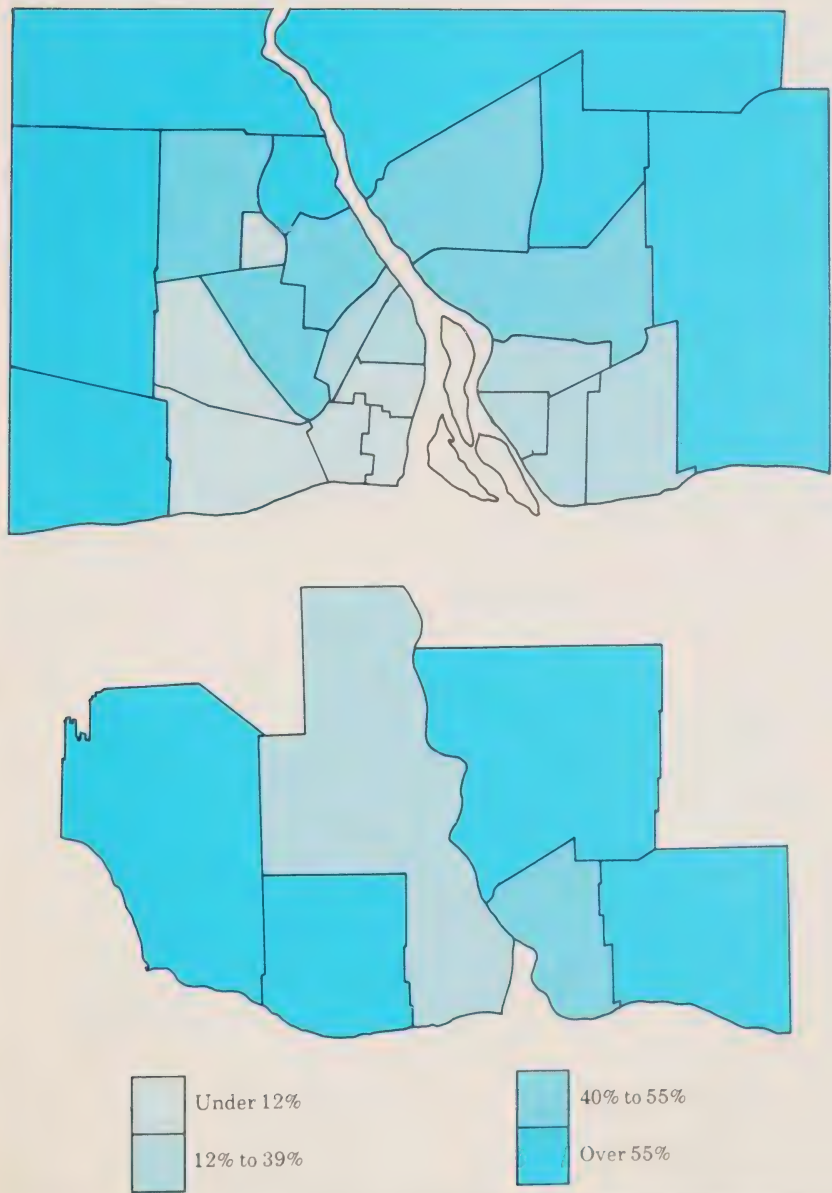


Single Detached

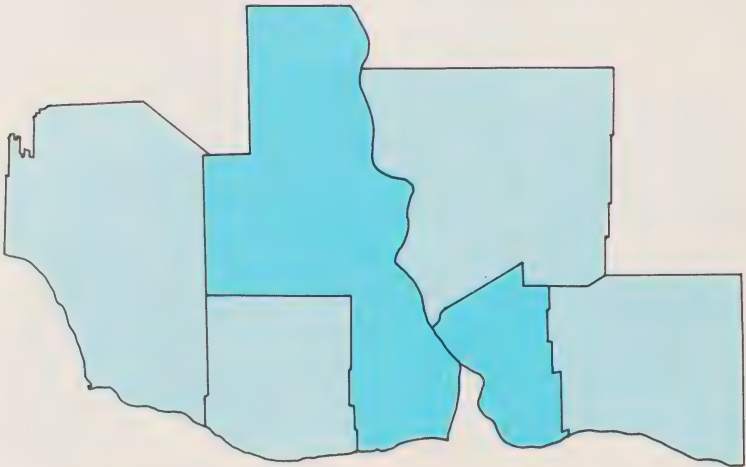
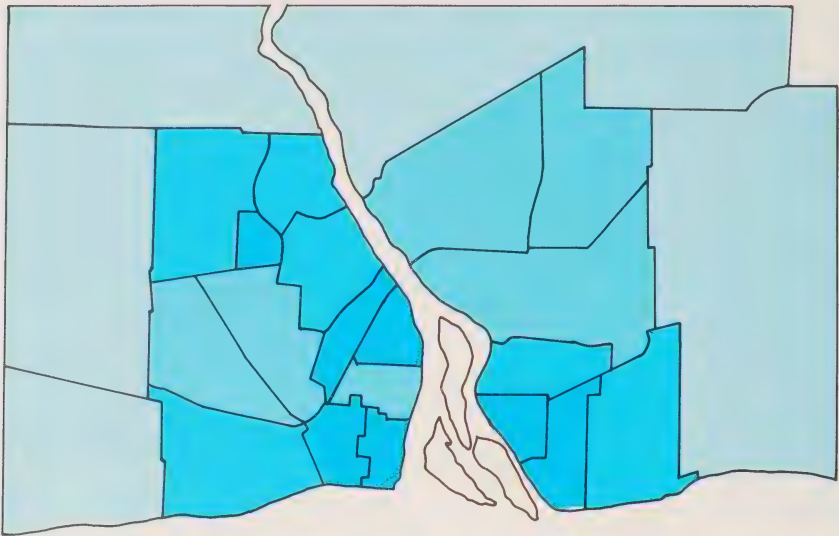
| | |
|----------------|------|
| Trois-Rivières | 44.3 |
| Toronto | 41.8 |
| Halifax | 46.8 |
| Montréal | 26.5 |
| Vancouver | 54.5 |

Map 2.5

Distribution of Single Detached
Private Dwellings, 1981



Population Density, 1981



Population per square kilometre



Under 1 200

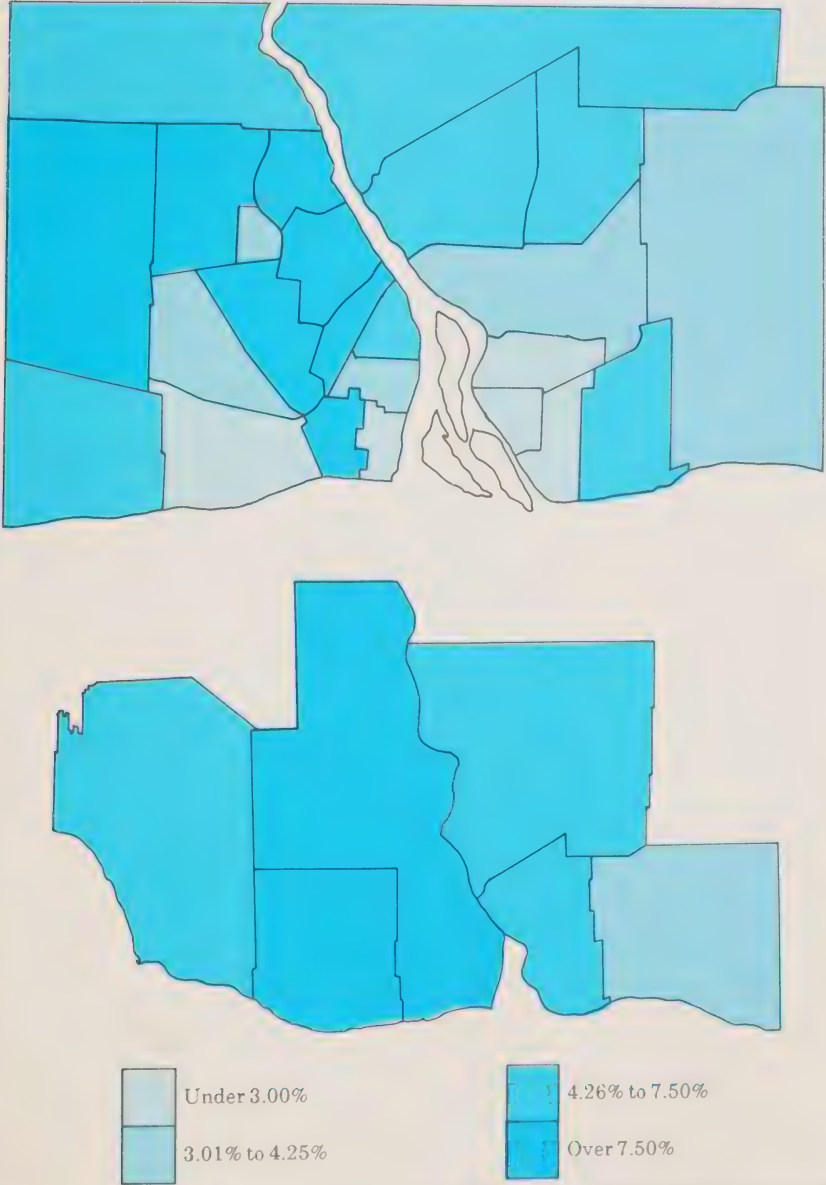
1 200 to 2 000

2,001 to 3 300

Over 3 300

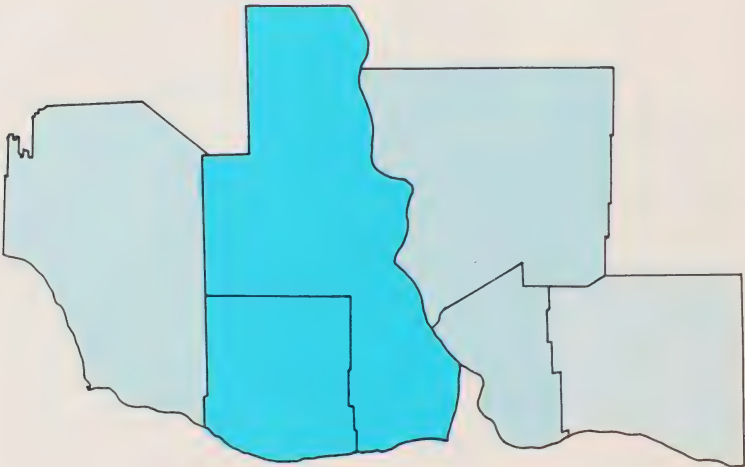
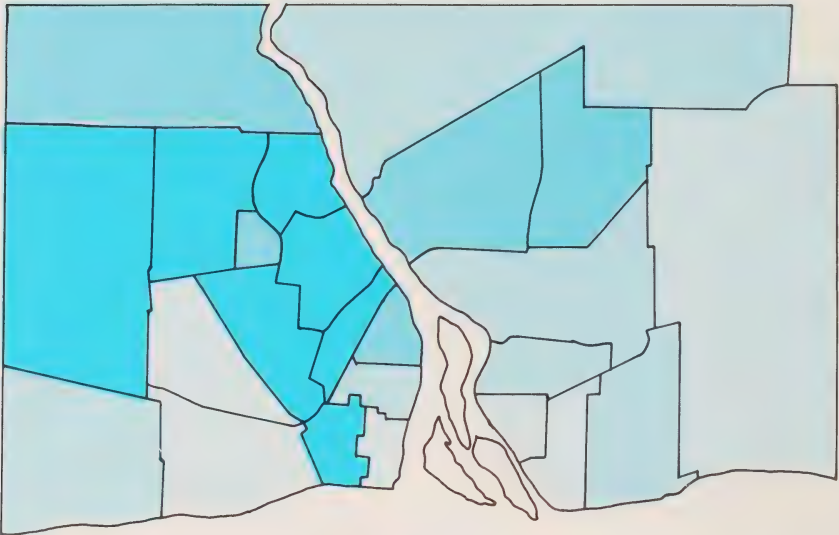
Map 2.7

Distribution of University
Graduates with Diploma, 1981

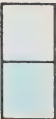


Map 2.8

Distribution of Professionals, 1981



Percentage of labour force



Under 16.00%

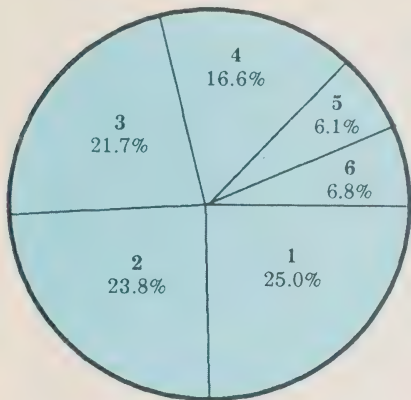
16.00% to 22.00%

22.01% to 26.00%

Over 26.00%

Chart 2.9

Labour Force by Major Occupational Groups
for Trois-Rivières CMA, 1981

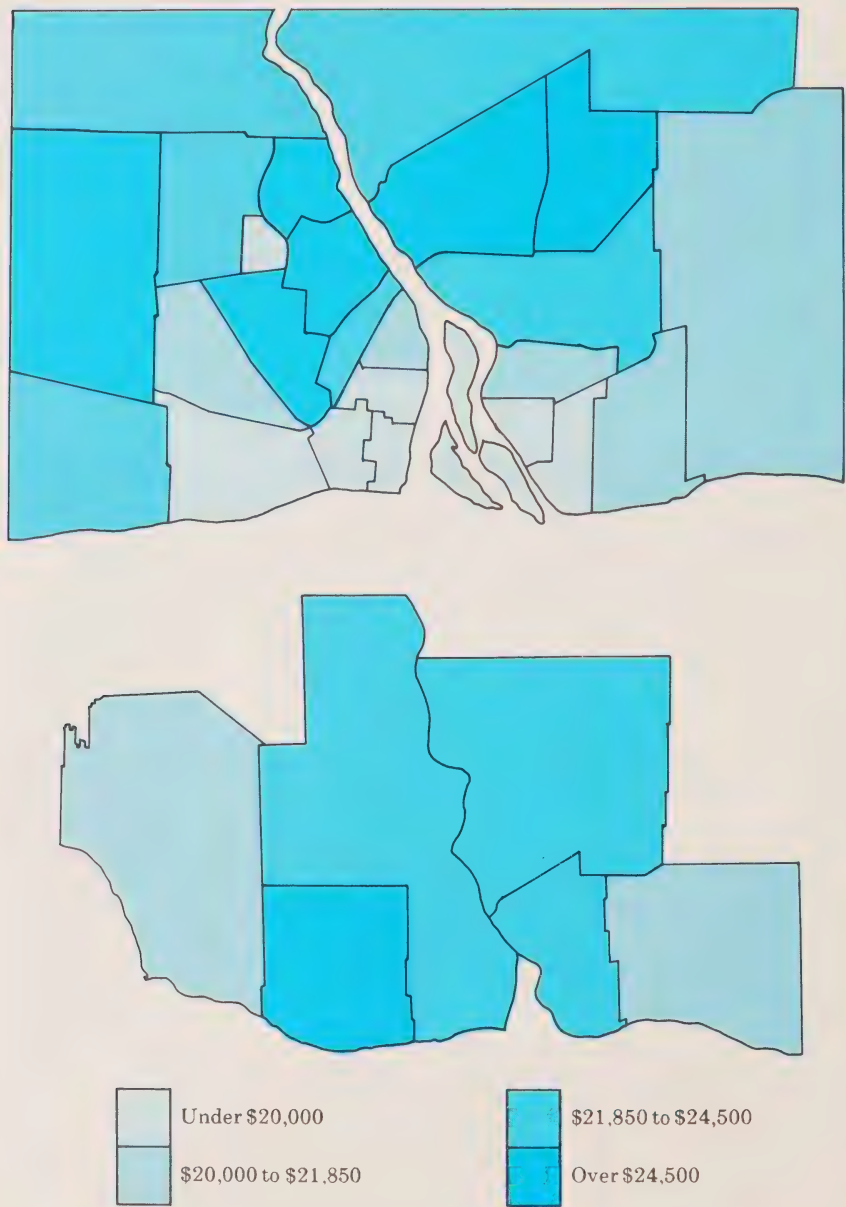


Total experienced
labour force: 49,070

1. Manufacturing and construction
2. Professional occupations
3. Sales and services occupations
4. Clerical and related occupations
5. Transportation and handling
6. Other occupations

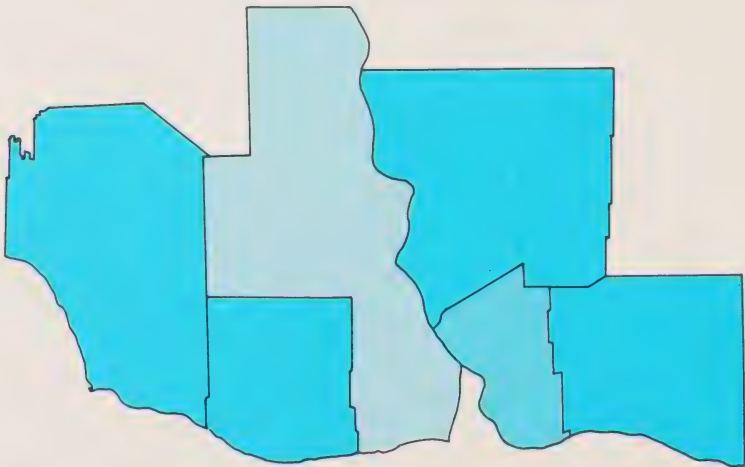
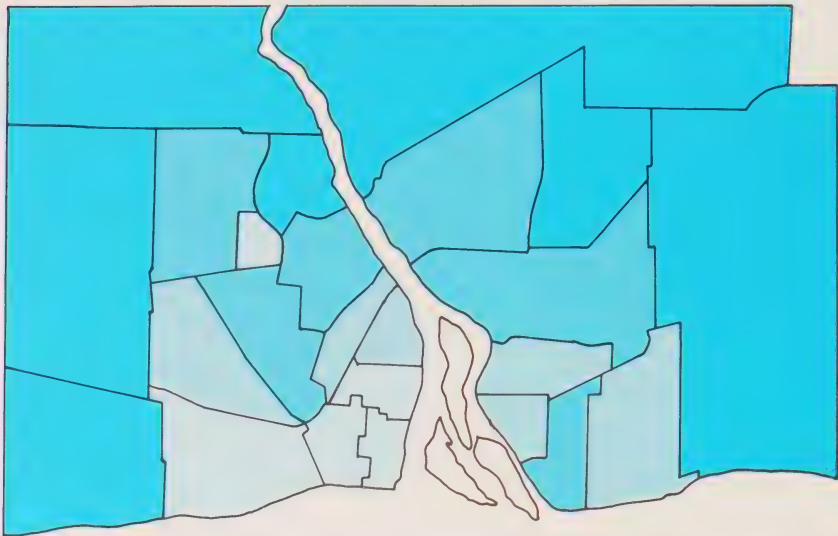


Map 2.10
Average Family Income, 1981





Distribution of Owner-Occupied Dwellings, 1981



Percentage of occupant homeowners to total private households



Under 30.0%

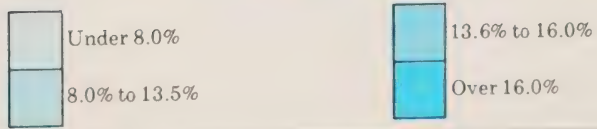
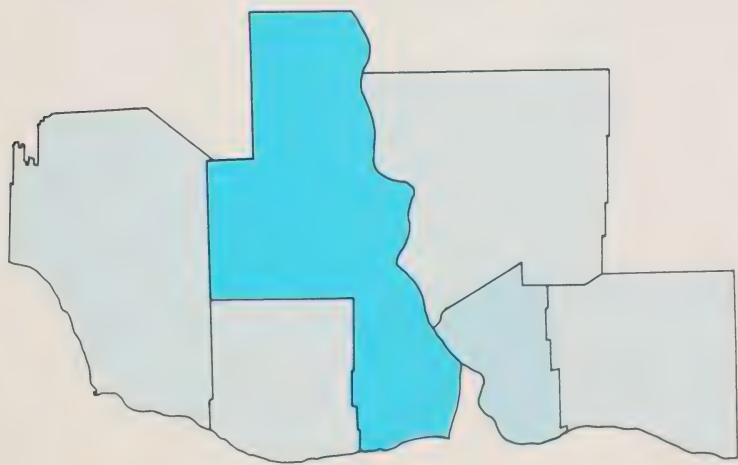
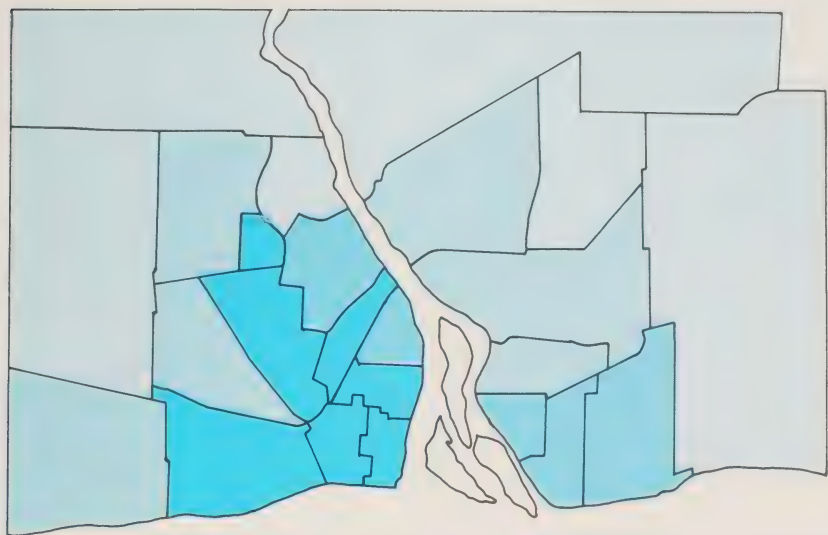
30.0% to 50.0%

50.1% to 60.0%

Over 60.0%

Map 2.12

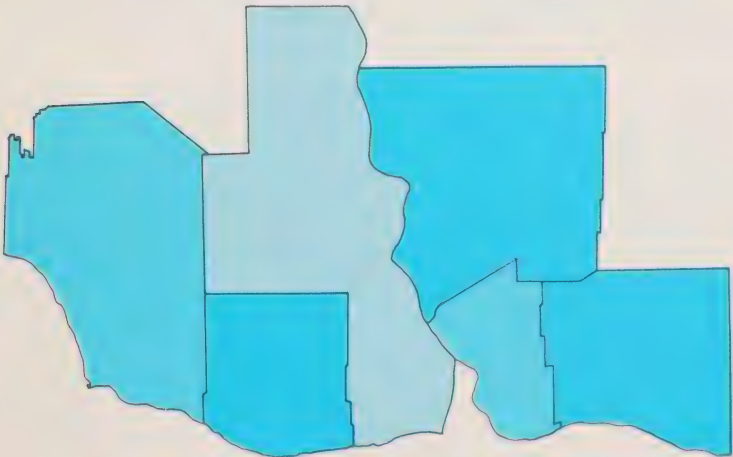
Distribution of Non-Family Persons, 1981





Map 2.13

Distribution of Married Persons, 1981



Percentage of married population on the total population



Under 45.00%

45.00% to 48.50%



48.51% to 50.75%

Over 50.75%

Map 2.14

Distribution of the Population Under 15 Years of Age, 1981

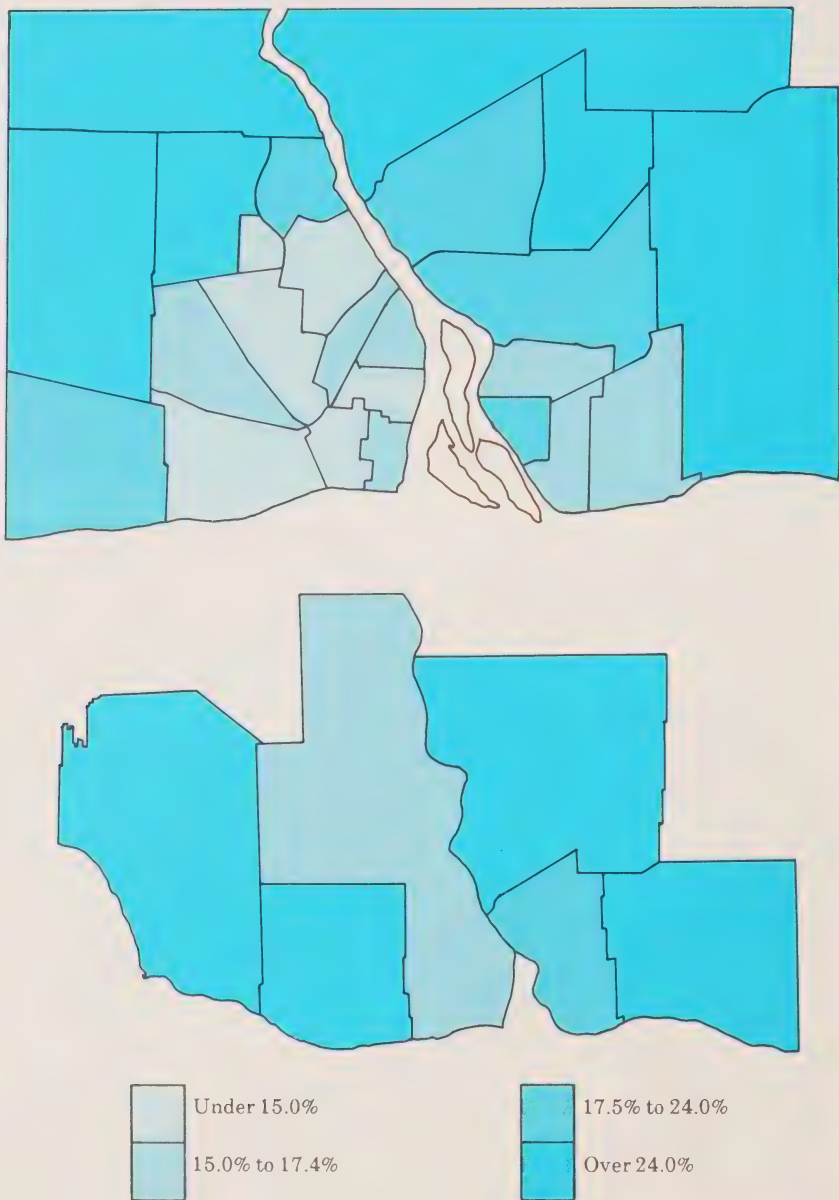
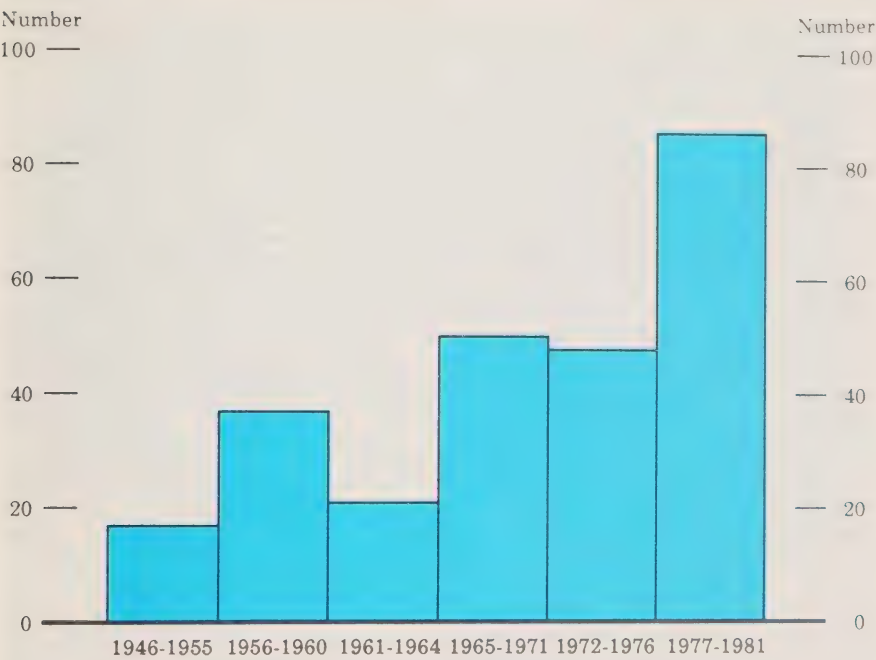


Chart 2.15

**Immigrants: Average Number of Arrivals
Per Year, Trois-Rivières CMA, 1946-1981**



Map 2.16

Distribution of Persons Whose Mother Tongue is Other Than French, 1981

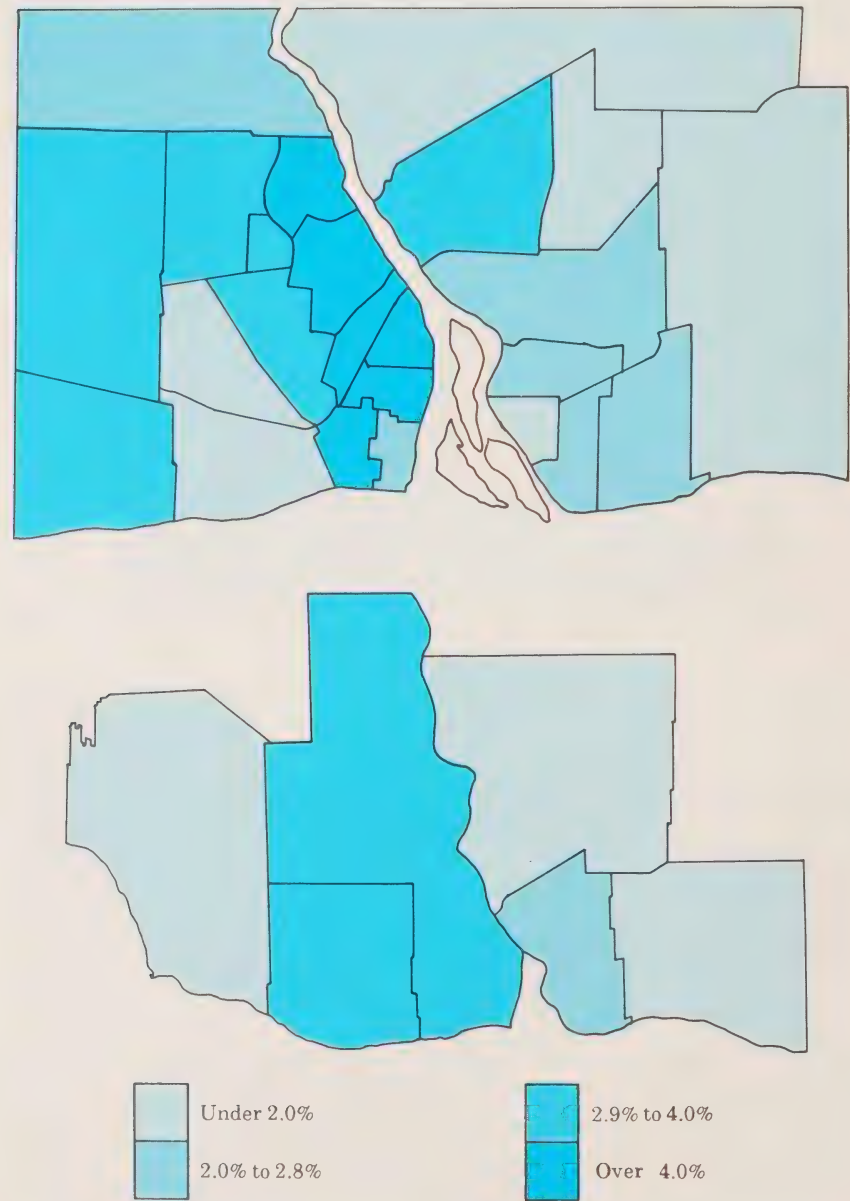


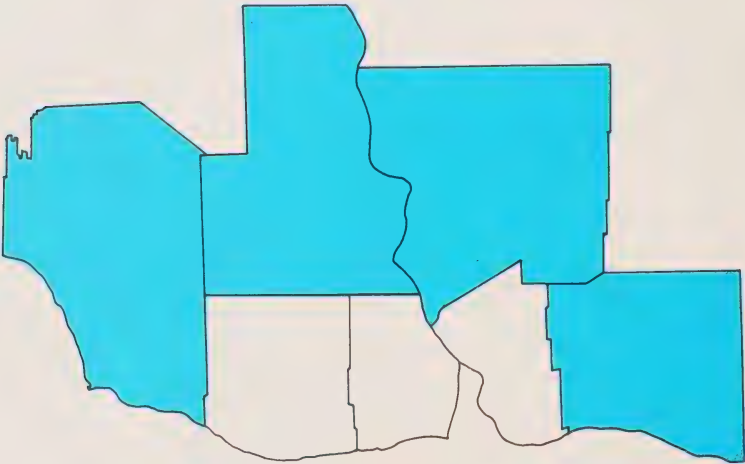
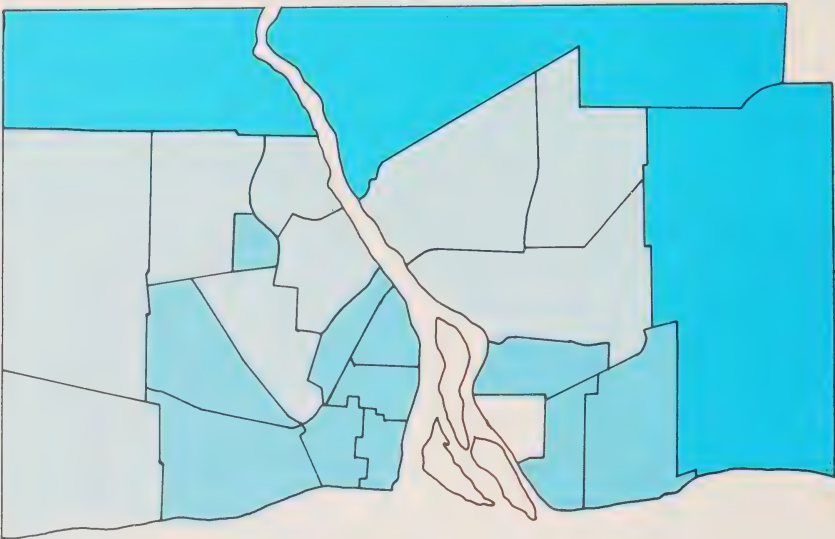
Table 2.17

**Distribution of the Population by Religion,
Trois-Rivières CMA, 1981**

| | |
|-------------------------|-------|
| Catholic | 95.7% |
| Protestant | 2.2% |
| United Church | 0.7% |
| Anglican | 0.2% |
| No religious preference | 0.9% |
| Other | 1.2% |



Types of Neighbourhoods



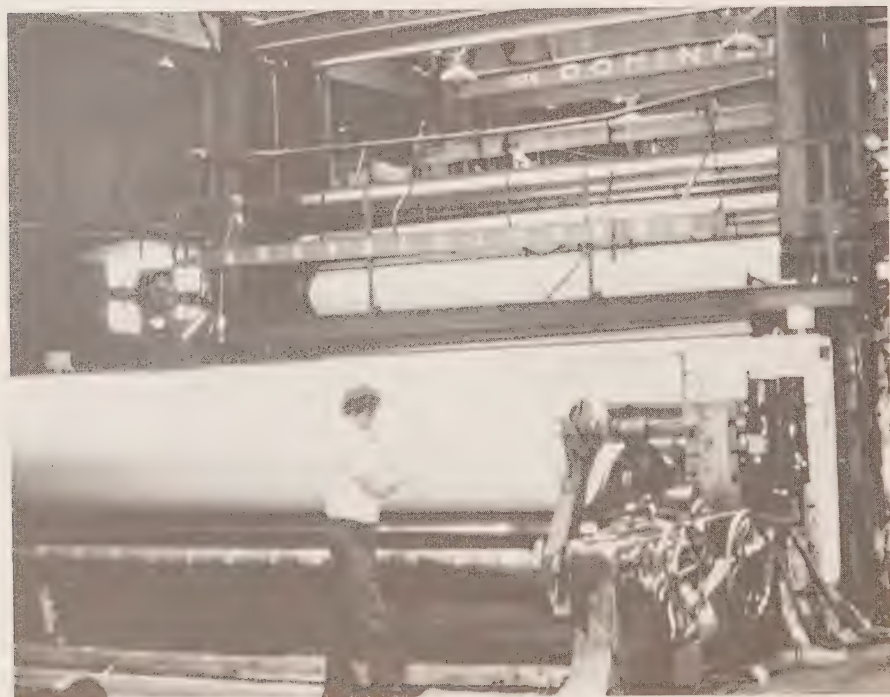
Downtown area



Inner suburbs

Outer suburbs





Chapter III

Aspects of City Life

At School

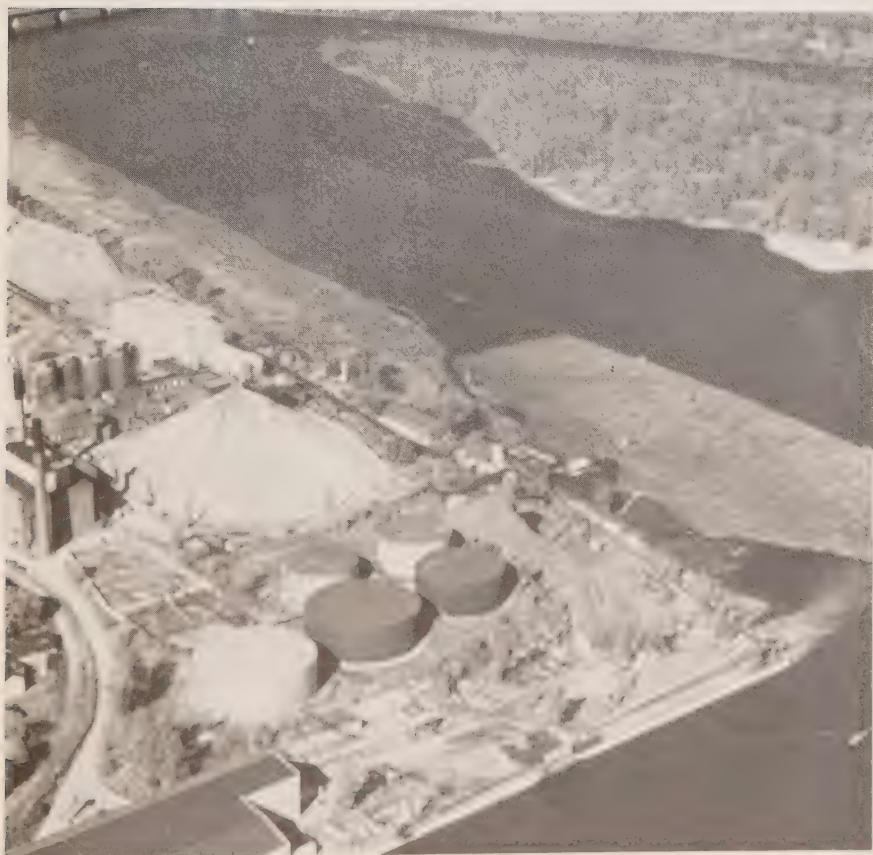
At Work

Getting to Work

Industry

Business

From the Hospital to the Playground





Aspects of City Life

Now that we know something about the living environment, cultural milieu and socio-economic and family conditions of the residents of Trois-Rivières, we shall take a look at various aspects of life in the city, with particular emphasis on education, work, industry, commerce and services.

At School

From nursery school to university, a variety of educational institutions serve the Trois-Rivières metropolitan area population. The number of students, school attendance rate and kinds of programs offered give the area its own unique stamp.

Since primary and secondary education is compulsory, the number of youngsters in school reflects the birth rate for the area, which is slightly lower than the provincial rate. Since 1976, the metropolitan area's birth rate has moved closer to the provincial figure, increasing from 12.3 to 14 per thousand between 1972 and 1981. This has had an effect on the rate of natural increase (7.4 per thousand in 1981, compared with 6.9 in 1972). There also the metropolitan area rate is somewhat less than that of Québec as a whole.

Moreover, the pre-school and school-age population is distributed unevenly within the Trois-Rivières urban zone. Many schools in downtown neighbourhoods are closing and being replaced by homes for the aged, while new ones are being built in the suburbs. Even so, needs and resources are not perfectly matched, and a school transportation system had to be established.

In the over-15 bracket, 10,940 persons, or 12 percent of the population, attend school full time. Twenty-one percent of these attend university, and 60 percent are in college or are completing secondary school (Grades 11 and 12). Although school attendance levels for males and females are almost identical overall, there is a divergence in Grades 11 and 12, where females are more numerous, while males constitute 59 percent of the total number of students in postgraduate programs.

In 1983, Trois-Rivières Cégep and Collège Laflèche had a total enrolment of 4,897 and 434 students respectively (full- and part-time), and a teaching staff of 441 and 51 respectively in 30 programs. Collège Laflèche offers 13 general programs, while Trois-Rivières Cégep offers 16 specialized programs, including paper technology, in addition to its 12 general programs. However, total enrolment in colleges is not a good indicator of the school attendance rate, since many students come from outside the metropolitan area.

The Université du Québec à Trois-Rivières, established in 1969, also attracts many students from outside the Saint-Maurice region. Enrolment increased from 2,255 full-time students and 3,449 part-time students in 1973-1974 to 4,155 and 4,473 in the fall of 1982. Though founded quite recently, Université du Québec à Trois-Rivières can boast a relatively large student body in 25 certificate programs, 50 Bachelor's programs and 26 Master's and Doctoral programs, some of which are unique in Québec (e.g. recreology, pulp and paper and project management). The institution employs more than 700 persons, including 306 instructors.

At Work

The percentage of the adult population in the labour force according to the 1981 Census - known as the participation rate - fluctuates somewhat from one neighbourhood to another in the metropolitan area. It is higher in the city of Trois-Rivières than in the fringe. The participation rate varies to a greater extent by age group and especially by sex. Overall, the rate is higher for males. In the 15 to 19 year-old group it is the same for both sexes, but a divergence begins at the age of 20. Only 77 percent of women between 20 and 24 years of age are in the labour force, compared with 86 percent of men.

The gap continues to widen until age 35 with participation decreasing among women and increasing among men. But at the 40 year-old mark the situation changes. The participation curve rises for women between 35 and 45 years of age, then falls gradually until age 65. For men, the participation rate reaches a maximum in the 30 to 34 year-old group (94 percent), and then falls gradually toward retirement age (64 percent).

Variations in the participation rate by age and sex are reflected in differing sources of income. Employment income makes up less than one-quarter of personal income for 42 percent of female Trois-Rivières residents, while this is true of only 21 percent of the male population. Most males (71 percent) derive three-quarters of their income from some form of paid work. Employment income levels differ considerably by sex. Whatever criterion is used, women invariably earn less. The difference tends to diminish with higher education levels, but never disappears completely. Women's average income is lower than men's in all industries.

Employment income also varies from one industry to another. It is higher in transportation, communications, finance, insurance, real estate, public administration and defence. Conversely, trade and manufacturing yield lower incomes. Income levels appear to be in inverse proportion to the unemployment rate in each sector. In 1981, unemployment was higher in construction, manufacturing, service industries and trade, while it was lower in transportation,

communications, finance, insurance and real estate. The overall metropolitan area unemployment rate in 1981 was slightly higher than the average for the province of Québec (12.7 percent compared with 10.9 percent).

Getting to Work

Most people have to commute to work. Of the 39,825 workers enumerated in the Trois-Rivières metropolitan area in 1981, 11.5 percent left the area each day to go to work. The number of commuters varies by neighbourhood. It is lower than average in downtown neighbourhoods and higher in Trois-Rivières-Ouest, Lambert and Châteaudun (west of rue Thibeau), as well as the outer suburbs. Many of these workers undoubtedly travel to the Bécancour industrial park.

There is a great deal of two-way commuting within the metropolitan area itself. As might be expected, residents of the suburbs make more frequent and longer trips to reach their jobs. Many residents of Trois-Rivières and Cap-de-la-Madeleine commute, though primarily within their own municipalities. The existence of a large number of jobs in a neighbourhood does not always mean lower population mobility. For example, 81.6 percent of the workers in the Hertel district leave their neighbourhood to go to work despite the presence of at least one large employer. On the other hand, 44.6 percent of those living near the city core work there as well.

Most workers living in outer suburbs such as Pointe-du-Lac, Saint-Louis-de-France and Sainte-Marthe-du-Cap-de-la-Madeleine, have jobs in the city of Trois-Rivières, whereas only about 60 of the city's residents work in these suburban municipalities. Trois-Rivières-Ouest attracts 11.8 percent of the working population in Pointe-du-Lac, while Cap-de-la-Madeleine draws about 30 percent of the workers in suburban municipalities east of the Saint-Maurice River.

Industry

The Trois-Rivières metropolitan area has long been regarded as an industrial region. It has even been nicknamed "the paper capital." While it is definitely still an industrial town, a closer look at its economic structure reveals a multifunctional role. For example, between 1961 and 1981, manufacturing slipped from first to second place in employment. Whereas manufacturing had accounted for one-third of the labour force in 1961, it occupied no more than one-quarter in 1981.

The service sector, by contrast, has grown, and in 1981 assumed the lead with 34.2 percent of the labour force. Between 1961 and 1981, and especially since 1971, employment expanded quite rapidly in the trade

sector, so that it now employs 16 percent of metropolitan area workers. Other sectors of the economy, including construction, have been stable and account for less than 8 percent of the labour force.

The metropolitan area economy has, as a whole, become diversified, and is now more oriented toward services, which presently lead manufacturing in terms of jobs. Yet manufacturing would appear to generate jobs in the service sector as well.

The Trois-Rivières urban landscape also reveals something about the city's industrial character. A map showing the locations of large plants in the area gives an indication of the size of its industrial zones, which are of two kinds: concentrations of isolated factories and industrial parks.

As early as the beginning of the century the area began to specialize in a few industries: paper production, textiles and metal products. Isolated plants were built primarily during this period. Examples are Consolidated Bathurst Inc. (1904), Wabasso Inc. (1907), the International Paper Company and Kruger Inc. (1922), all of them large factories (the paper mills employed upwards of 1,000 workers each). The Wayagamack plant (1912), which closed in 1977, and the Canron Inc. plant (1889), temporarily closed since 1982, also belonged to this generation.

Though somewhat smaller, other large plants were built after World War II, the main ones being Westinghouse (1951), Ferguson Atlantic (1951), Norton Co. Ltd. (1951) and Reynolds Aluminum Co. of Canada Ltd. (1956). These factories produce lightbulbs, clothing, aluminum products and abrasives. Lastly, Trois-Rivières' industrial park No. 1, the Cap-de-la-Madeleine industrial park and industrial park No. 2 were opened up during the sixties. They have attracted mostly small - and medium - sized businesses and services.

In short, if metropolitan area industries are compared with all other Québec cities in terms of jobs in 1981, it can be seen that the structure of the Trois-Rivières economy is centred around manufacturing and service industries. The size of the trade and transportation sectors is proportional to Trois-Rivières' population as a percentage of Québec's total urban population. Other major industry groups such as public administration, defence, finance, insurance, real estate and construction are under-represented to varying degrees. In the case of construction, this is a consequence of the metropolitan area's rather slow economic growth and the stagnation - and even decline - of traditional manufacturing sectors (paper, textiles and clothing) since the early sixties.

Business

The oldest concentration of businesses in the metropolitan area is in downtown Trois-Rivières, bounded by Saint-Roch, Saint-Olivier, Sainte-Geneviève and Laviolette streets, the river and the port. In the

last 15 years, the closing of several department stores has produced major changes in the district. These closings are the result of a number of factors, such as more extensive use of cars, the diversion of south shore traffic and the opening of shopping centres on the outskirts of the city (Carrefour de Trois-Rivières-Ouest, opened in 1958 and expanded in 1964 and 1983; Les Rivières shopping centre, inaugurated in 1971 and expanded in 1982; Les Galeries du Cap, built in 1971).

There has been some anxiety about the future of the downtown area since the mid-seventies. In an effort to revitalize it, several projects were undertaken: access routes were refurbished, parking lots were built, and a citizens' committee for the creation and development of a commercial hub (SIDAC) was formed.

However, it should be borne in mind that the downtown area is undergoing a major transformation, and taking on a new character. Commercial and service areas are becoming increasingly compartmentalized. Commercial space is being developed in the suburbs and service space is being consolidated downtown. Of the 108 businesses located in the Les Rivières shopping centre in 1983, there were 54 clothing or shoe stores, nine food stores, eight jewellery and gift shops, seven furniture and electrical appliance stores, and four department stores. The downtown area is establishing itself as the main location for personal, industrial and professional services, in contrast to the Les Rivières centre, where only 12 percent of businesses fall into the service category.

The downtown area is not dying. It is just undergoing a facelift. The operation will be a complete success if more specialized shops move in to take advantage of the variety of services and the advantageous location. Rehabilitation of the old town and renewal of Terrasse Turcotte and the old port may prove to be invaluable stimuli to the development of the downtown area.

From the Hospital to the Playground

Trois-Rivières offers many of the services usually found in agglomerations of comparable size. Its residents can also easily travel to Montréal or Québec City for more specialized services, especially those offered to businesses.

In the area of health services, the Trois-Rivières metropolitan area has four hospitals with enough beds for the population's needs. There are no detailed studies on the health of the city's residents, but we do know that the death rate in the metropolitan area has held steady at about seven per thousand for the past 10 years, slightly higher than the provincial rate of 6.6 per thousand in 1981. The number of stillbirths and infant deaths rarely exceeded 15 between 1972 and 1981. The leading causes of death are, in descending order, diseases of the

circulatory system, neoplasms and diseases of the respiratory system. Transportation accidents, falls, poisonings and suicides also account for relatively large numbers of deaths. These various factors were responsible for 85.2 percent of all deaths in the city of Trois-Rivières in 1981 (445 in all).

Another important service is homes for senior citizens (independent or dependent), who constitute a large part of the population. Twelve such centres are scattered around the metropolitan area, though they are more prevalent in the city's older neighbourhoods. Senior citizens are most numerous in the parishes of Saint-Philippe, Notre-Dame-des-Sept-Allégreses, Saint-Jean-de-Brébeuf and Sainte-Madeleine, and in the Notre-Dame-de-la-Paix neighbourhood.

The police force is frequently called upon to deal with traffic accidents. In 1981 there were 12 fatalities, 790 people injured and 2,676 accidents involving property damage assessed at over \$200 in the three municipalities of Trois-Rivières, Trois-Rivières-Ouest and Cap-de-la-Madeleine. These figures clearly indicate how serious a problem traffic accidents are.

Another not so cheerful aspect of urban life is crime. The majority of Criminal Code offences in 1973 involved thefts of less than \$200 (118 in total), break-ins (44), thefts of more than \$200 (31) and motor vehicle thefts (27). In 1981, 6,218 offences (criminal and other types) were recorded in Trois-Rivières, compared with 2,133 in Cap-de-la-Madeleine and 515 in Trois-Rivières-Ouest. The city of Trois-Rivières has a higher crime rate than its two neighbours because most offences are committed in the commercial and service districts, which are in Trois-Rivières. Crimes against property are most frequent, accounting for 70 percent of all offences committed in the three municipalities. However, if these municipalities are compared with others of similar size in Canada, it can be seen that their crime rate is below the average.

On a lighter note, let us now examine recreation-related aspects of city life. The metropolitan area is well supplied with parks and playgrounds, except in the outer suburbs where every house has a backyard. The most popular sites are l'Île Saint-Quentin, Pie-XII Park, Exhibition Park - which had 165,000 visitors in 1980 - and the golf courses. The Sanctuaire de Notre-Dame-du-Cap is known far and wide. It attracts a million visitors a year, including 12,000 who come from the United States in organized groups (registered at the Sanctuaire) to attend a variety of religious ceremonies. The Vieilles Forges foundry site is another major attraction for about 34,000 tourists a year. The Forges du Saint-Maurice, destroyed in 1883 and now undergoing restoration, were the first iron and steel works in North America.

Tourists also take great interest in visiting historic rue des Ursulines, with its houses and other buildings dating from the 17th and 18th centuries. Some beautiful summer homes can be seen on the shores of the St. Lawrence at Pointe-du-Lac and Sainte-Marthe-du-Cap-

de-la-Madeleine. And we would be remiss if we failed to mention two events that are perennial favourites, the International Canoe Classic along the Saint-Maurice River, and the Trois-Rivières Grand Prix, which attract about 20,000 and 40,000 visitors each.

A Statistics Canada survey on travel by Canadians in 1980 revealed that 99 percent of the tourists who came to the greater Trois-Rivières area were from elsewhere in Québec. Eighty-six percent of all visitors came to the area for activities other than work, and 73 percent stayed at least one night. There are generally more visitors in the third quarter, undoubtedly because of the tourist activities surrounding Labour Day weekend, chiefly the Grand Prix and the La Tuque to Trois-Rivières canoe race. Residents of the Trois-Rivières area also travel, primarily in July and August, to spend their holidays elsewhere in Québec. On the whole, however, there are more tourists who visit the area than residents who go to other areas, which is a good indication of its appeal.

In addition to these recreational and tourist activities, there are a host of cultural events, which space does not allow us to list individually. The Trois-Rivières area has good radio (CHLN, CJTR and CIGB-FM) and television (CHLT-TV, CHEM-TV and Radio-Québec) service, and a wide range of programs originating outside the region is available on cable. In the newspaper department, there are the daily **Le Nouvelliste** and weekly **L'Hebdo (Cap-de-la-Madeleine/Trois-Rivières)**.

There is no lack of movie theatres in the area, and movie-goers can view an excellent choice of films at Ciné-Campus, one of the largest of its kind in Canada. The Pierre-Boucher Museum, the Ursulines Museum and the Archeology Museum (located in the Université du Québec à Trois-Rivières) house collections of interest to local history buffs. Nor should we forget the extensive Robert-Lionel Séguin Collection, with farm implements, furniture, documents, stamps, etc. Items from the collection will be displayed in the planned museum of traditional Québec culture. Lastly, the Trois-Rivières Symphony Orchestra enjoys a fine reputation, and plays an important role in education and cultural life.

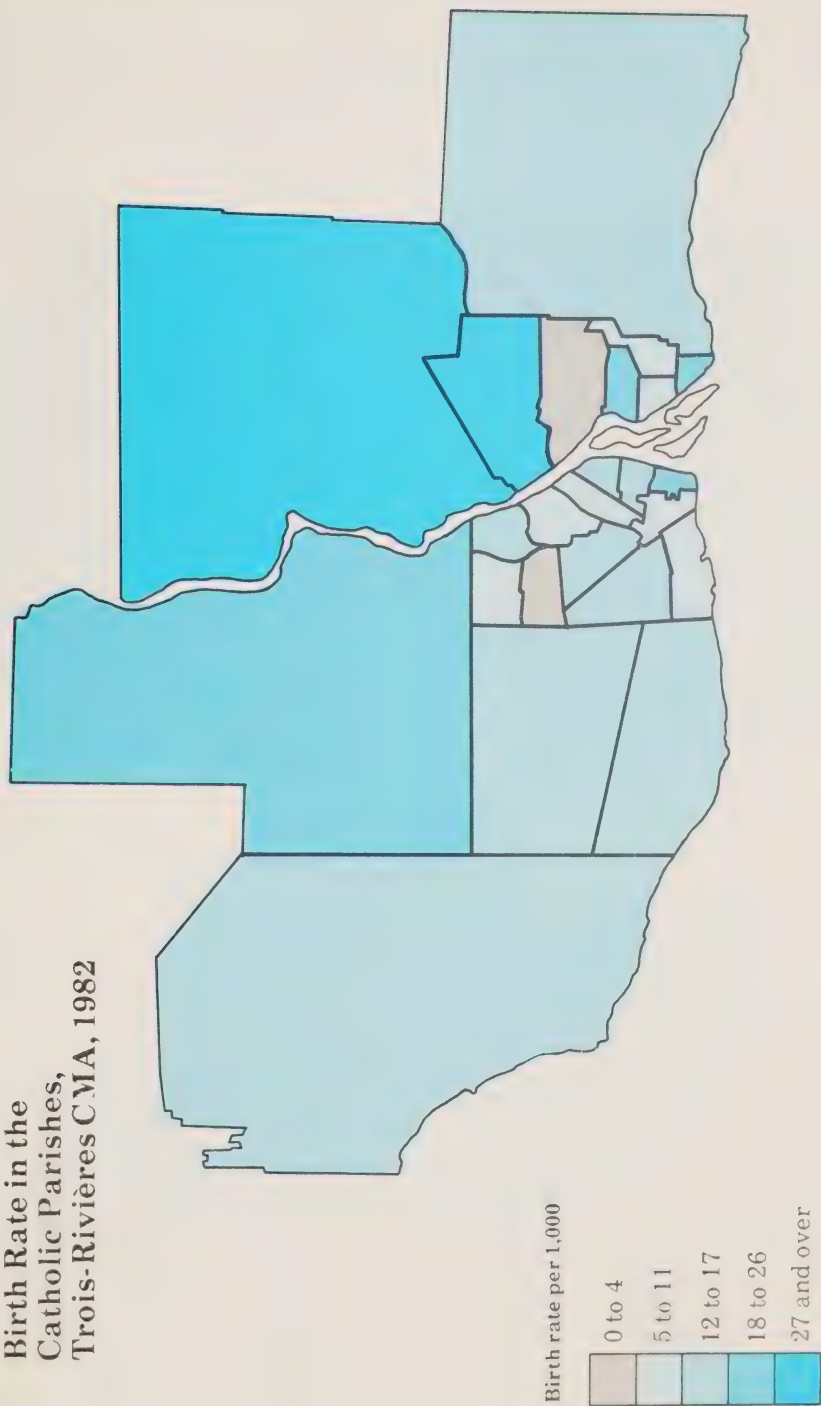
The variety and quality of the city's services and cultural activities truly make Trois-Rivières the hub of the Saint-Maurice Valley. Its role in the regional economy will be the subject of the next chapter.



List of Charts, Tables and Maps

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- Chart 3.5 Labour force: Average Employment Income, Trois-Rivières CMA, 1981
- Chart 3.6 Class of Workers, Trois-Rivières CMA, 1981
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- Chart 3.8 Average Employment Income by Industry Division and Sex, Trois-Rivières CMA, 1981
- Chart 3.9 Unemployment Rate by Industry Division, Trois-Rivières CMA, 1981
- Map 3.10 Employed Labour Force Working Outside the Trois-Rivières CMA, 1981
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- Chart 3.14 Evolution of the Labour Force by Industry Division, Trois-Rivières CMA, 1961- 1981
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- Chart 3.16 Number of Employees in the Manufacturing Industry, Selected CMAs and CAs, 1967
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- Chart 3.23 Relative Attraction of Québec Tourist Regions, 1980

Map 3.1
**Birth Rate in the
 Catholic Parishes,
 Trois-Rivières CMA, 1982**



Map 3.2
Distribution of Children 0 to 5 Years of Age, 1981

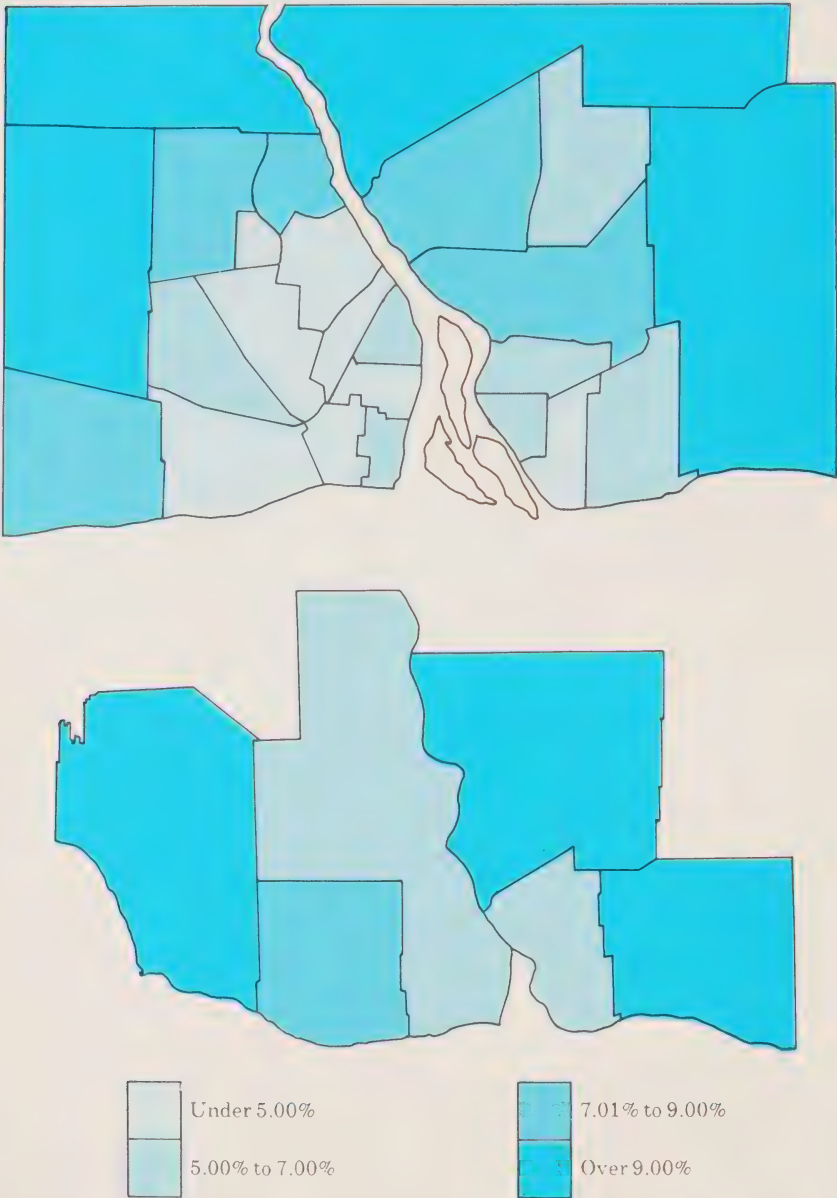


Chart 3.3

Participation Rate of Population 15 Years of Age and Over, Trois-Rivières CMA, 1981

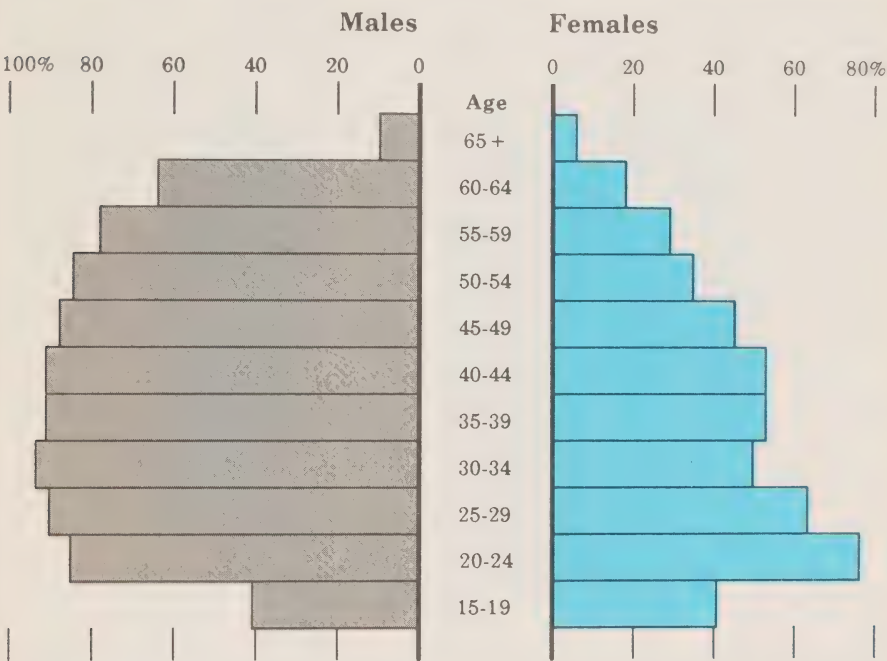


Chart 3.4

Employment Income in Relation to Total Income for the Population 15 Years of Age and Over, Trois-Rivières CMA, 1981

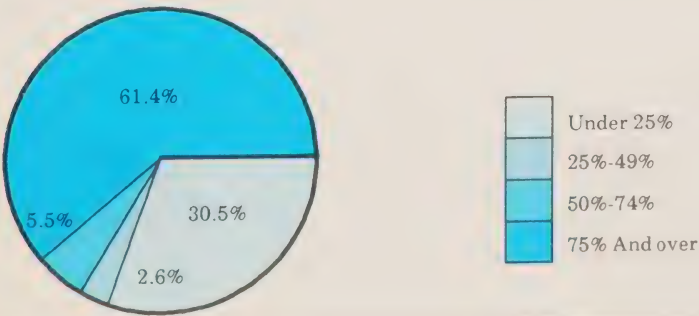


Chart 3.5

Labour Force: Average Employment Income, Trois-Rivières CMA, 1981



Chart 3.6

Class of Workers, Trois-Rivières CMA, 1981

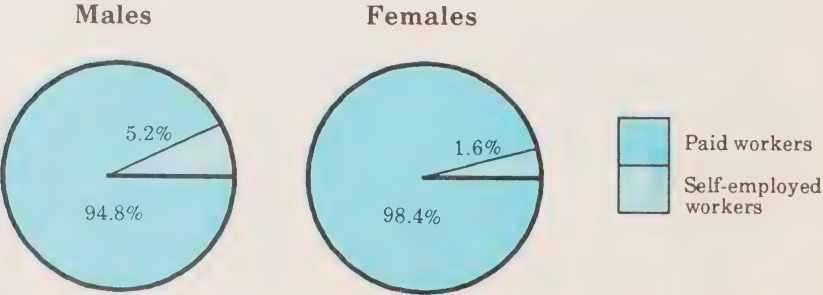


Chart 3.7

Average Employment Income by Educational Attainment and Sex, Trois-Rivières CMA, 1981

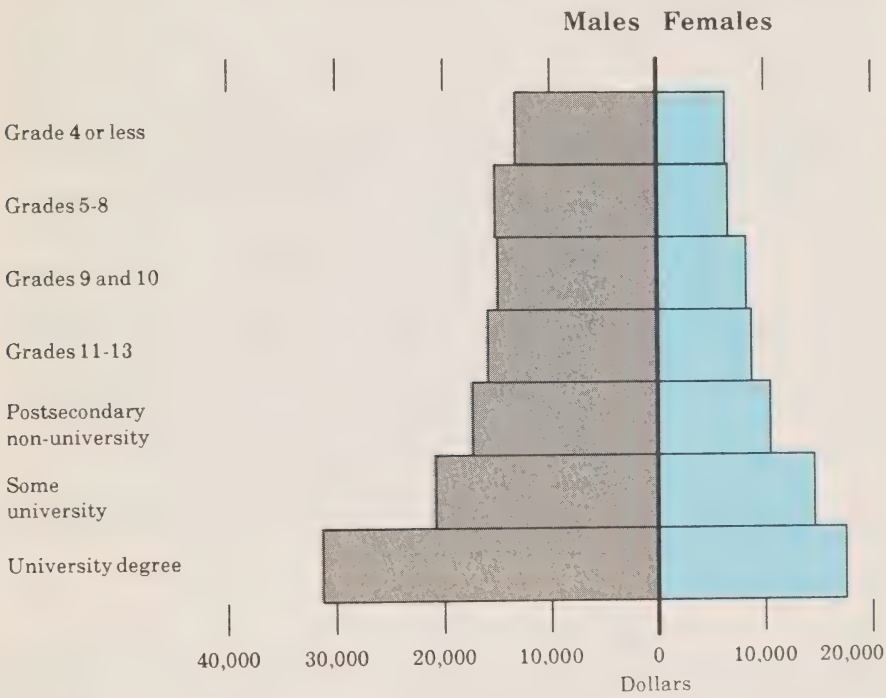


Chart 3.8

Average Employment Income by Industry Division and Sex, Trois-Rivières CMA, 1981

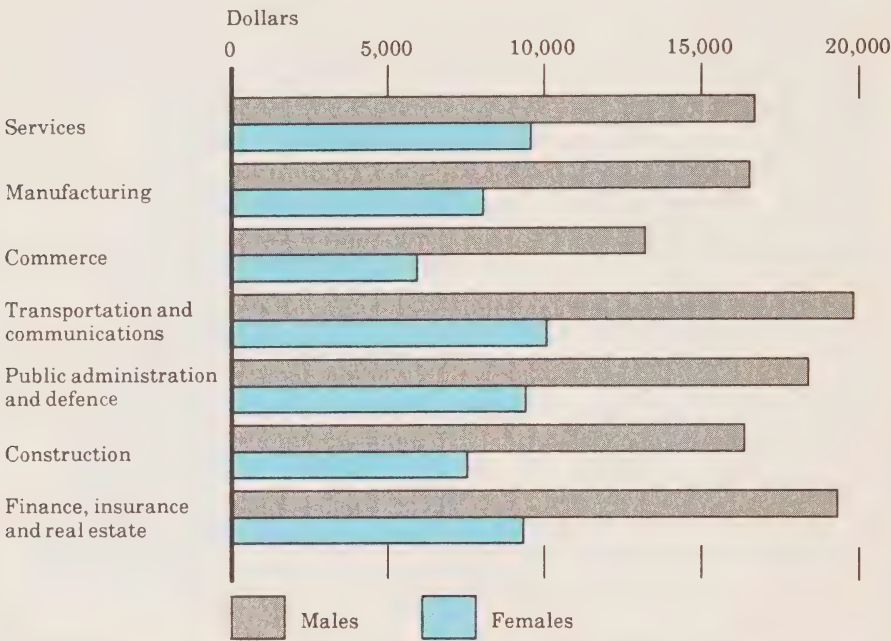
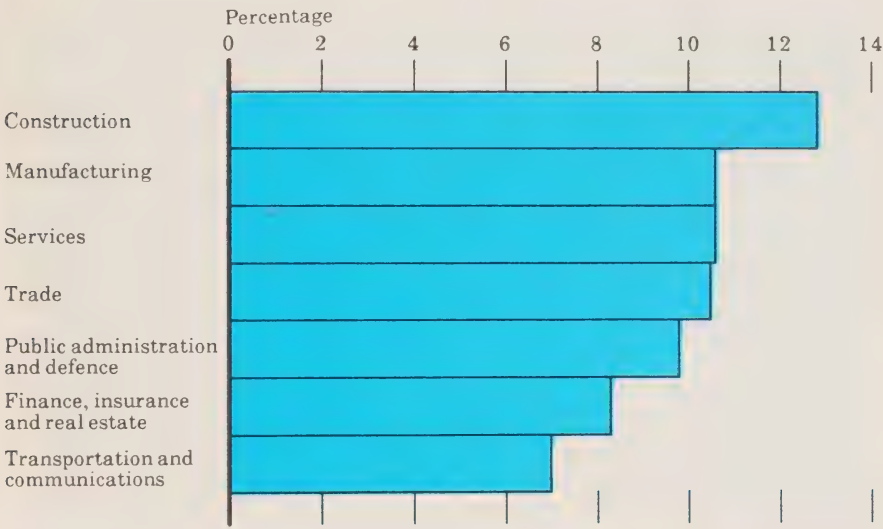


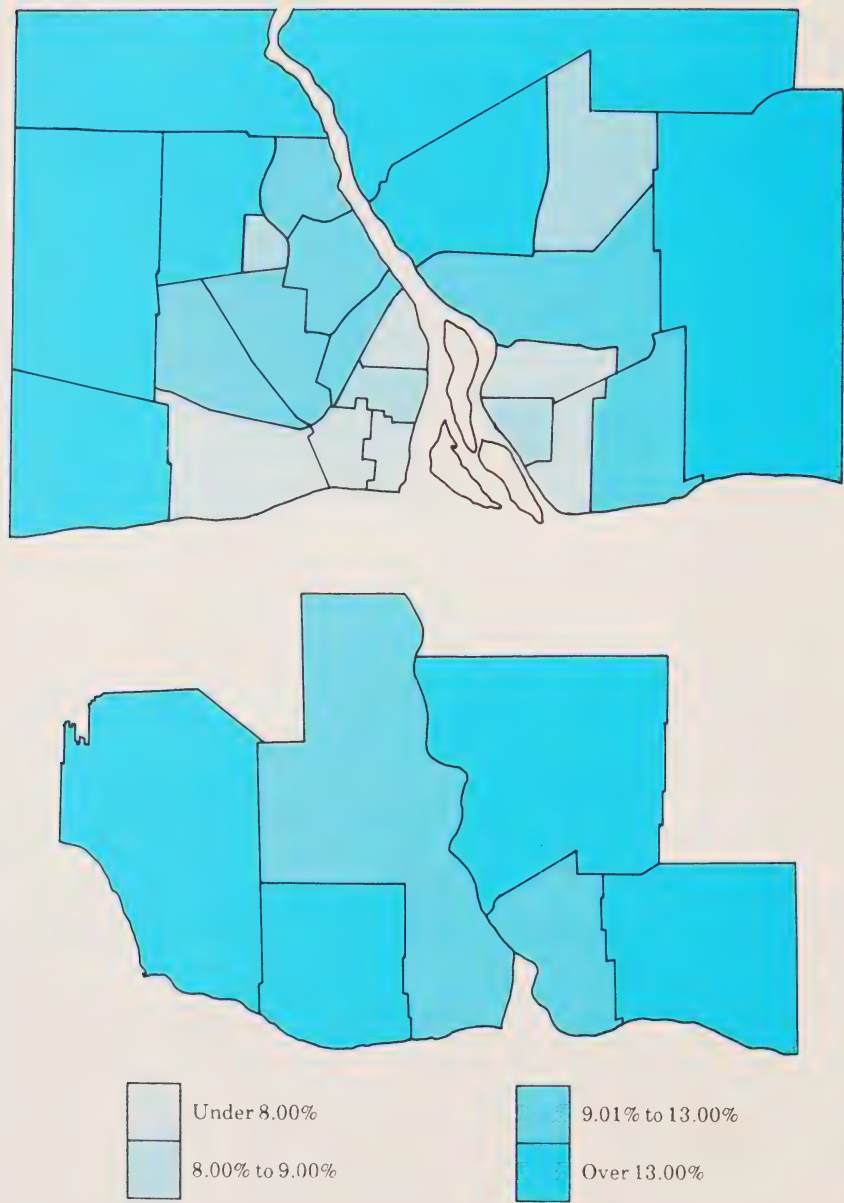
Chart 3.9

Unemployment Rate by Industry Division,
Trois-Rivières CMA, 1981



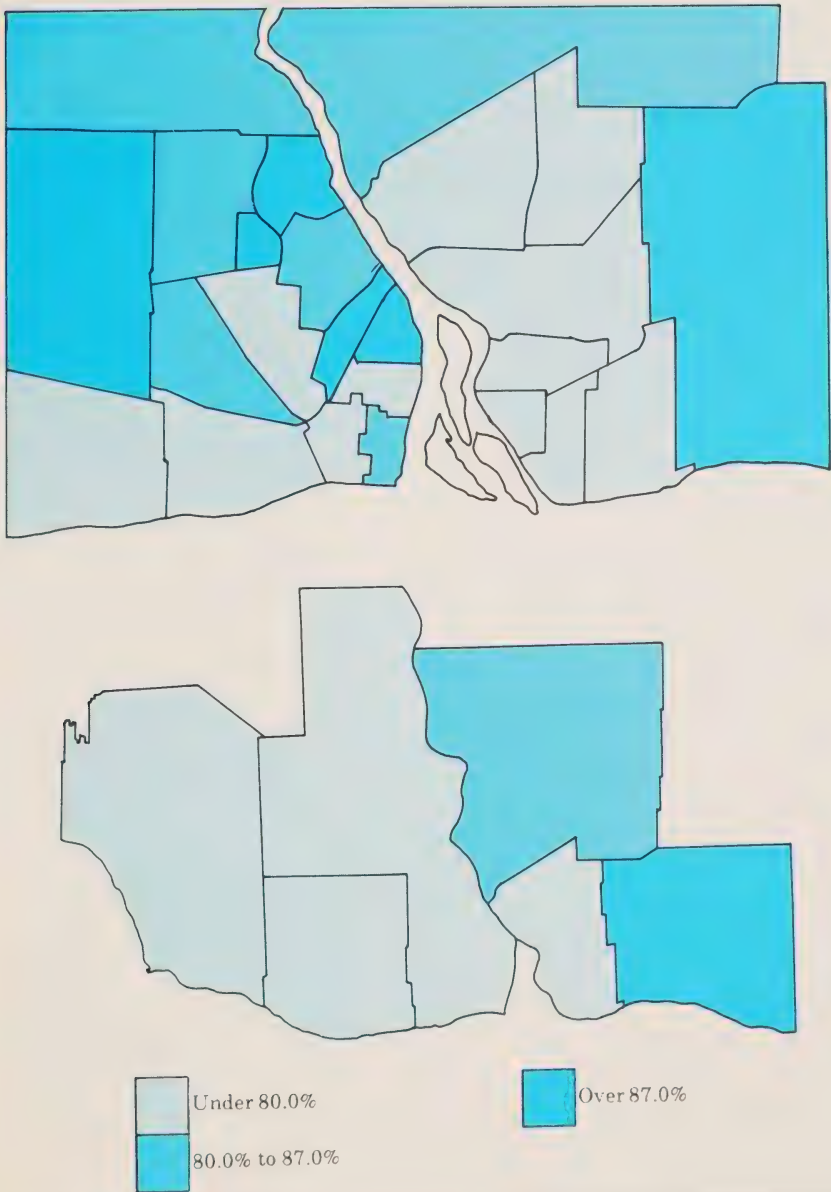
Map 3.10

Employed Labour Force Working Outside
the Trois-Rivières CMA, 1981



Map 3.11

Employed Labour Force Working Outside Their Municipality, Within the CMA, 1981



Map 3.12

Net Commuting Between Municipalities
for Work Purposes, 1981

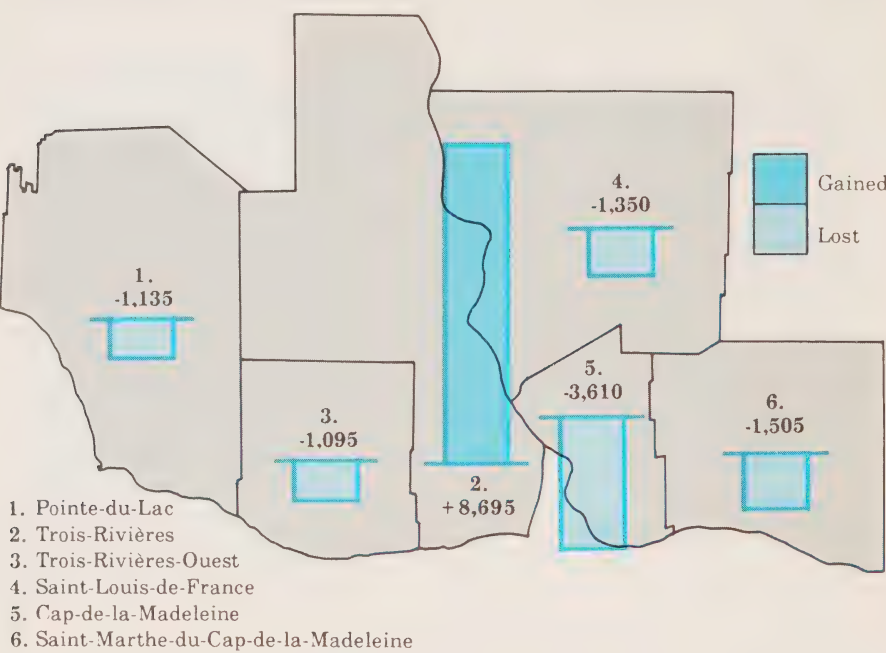


Table 3.13
Commuting Between Municipalities for Work Purposes, 1981

| Origins | Destinations | | | | | |
|--------------------------------------|----------------|---------------------|----------------------|---------------|-----------------------|--------------------------------------|
| | Trois-Rivières | Cap-de-la-Madeleine | Trois-Rivières-Ouest | Pointe-du-Lac | Saint-Louis-de-France | Sainte-Marthe-du-Cap-de-la-Madeleine |
| Trois-Rivières | 15,495 | 1,225 | 1,380 | 60 | 55 | 65 |
| Cap-de-la-Madeleine | 5,665 | 5,315 | 495 | 35 | 55 | 95 |
| Trois-Rivières-Ouest | 3,060 | 270 | 1,160 | 10 | 20 | 5 |
| Pointe-du-Lac | 940 | 105 | 200 | 455 | 0 | 5 |
| Saint-Louis-de-France | 965 | 435 | 85 | 0 | 230 | 10 |
| Sainte-Marthe-du-Cap-de-la-Madeleine | 860 | 705 | 110 | 10 | 5 | 240 |
| Total (CMA) | 26,985 | 8,055 | 3,430 | 570 | 365 | 420 |

Chart 3.14

Evolution of the Labour Force by Industry Division, Trois-Rivières CMA, 1961-1981

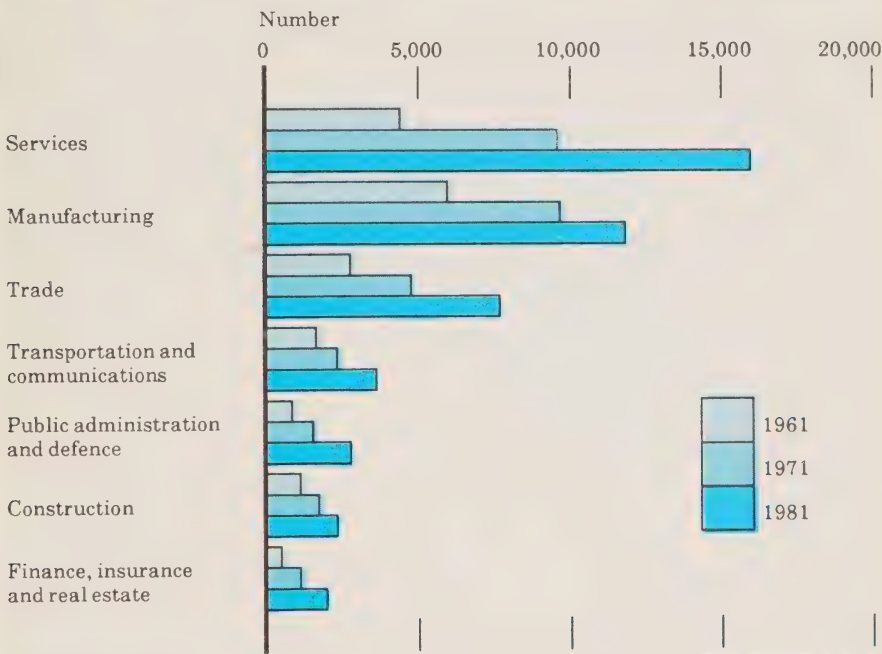


Chart 3.15

Distribution of the Experienced Labour Force Among Industry Divisions, Trois-Rivières CMA, 1981

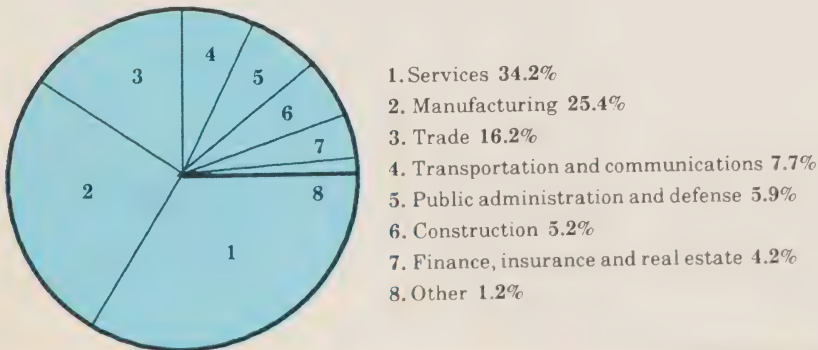


Chart 3.16

Number of Employees in the Manufacturing Industry, Selected CMAs and CAs, 1967

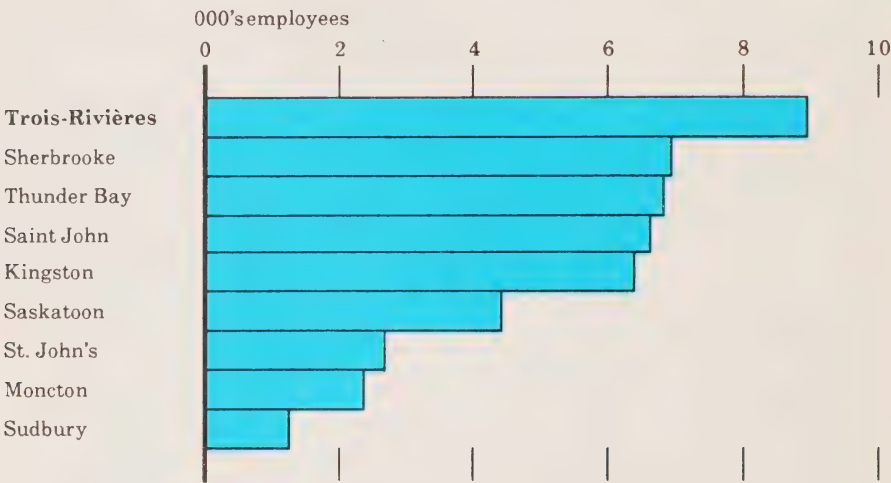
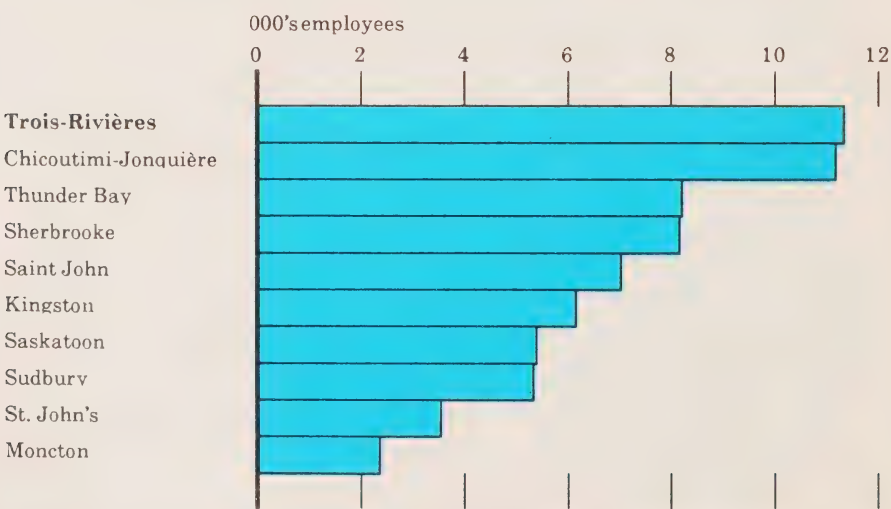


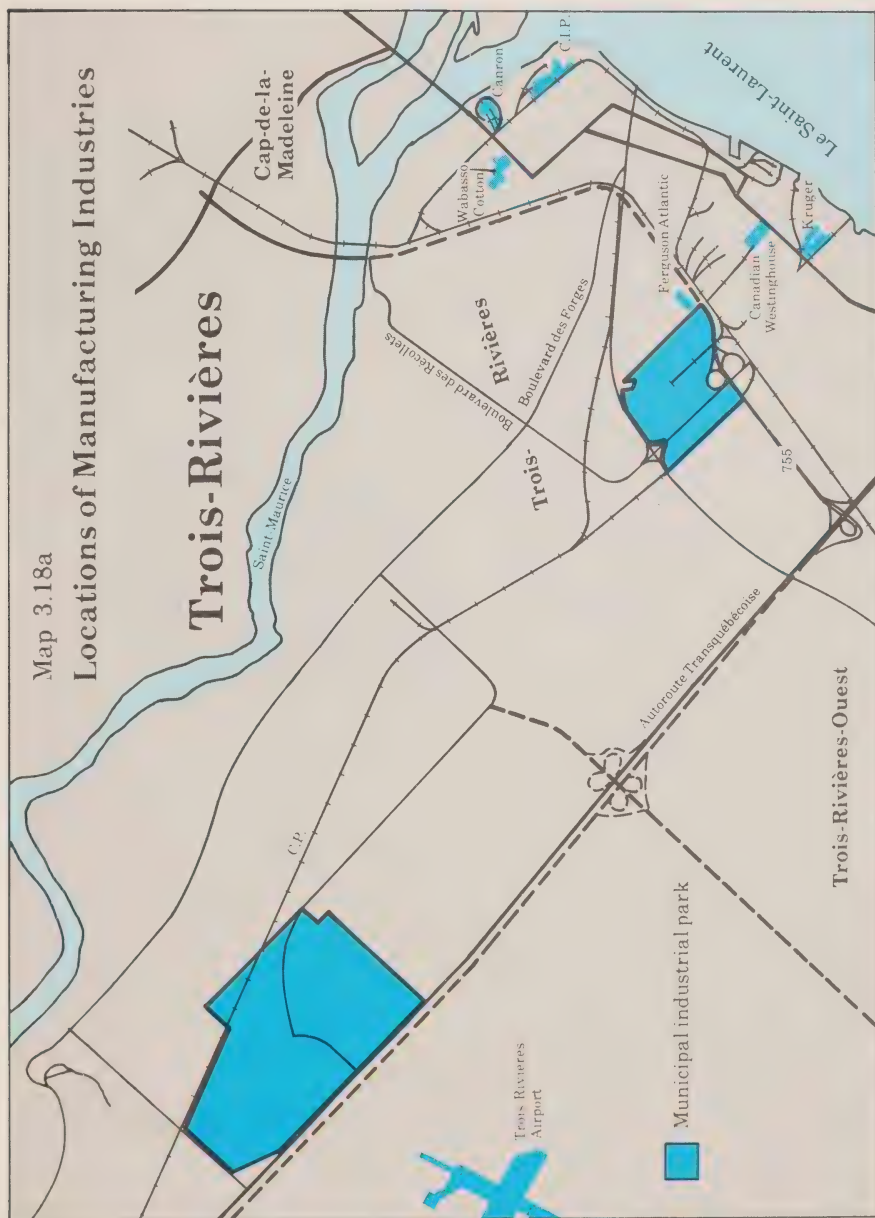
Chart 3.17

Number of Employees in the Manufacturing Industry, Selected CMAs and CAs, 1979



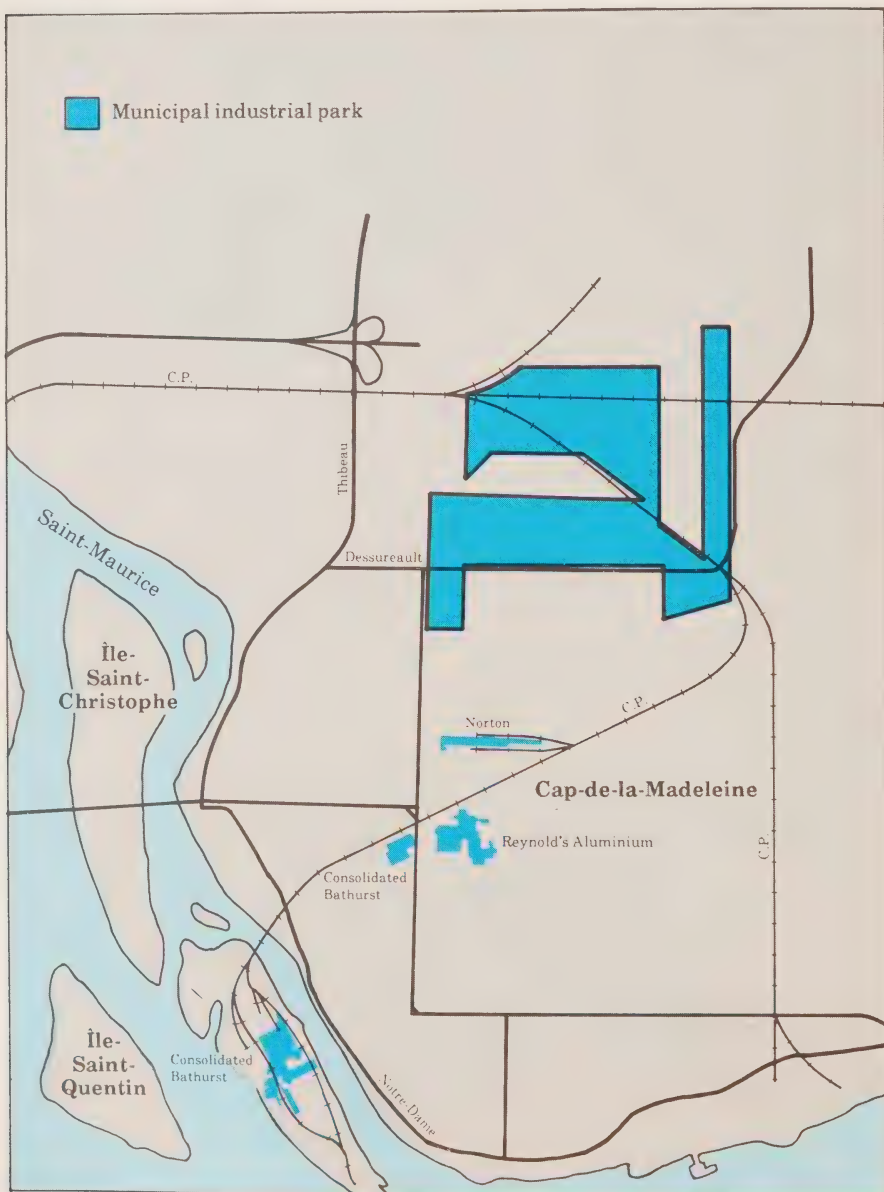
Map 3.18a

Locations of Manufacturing Industries

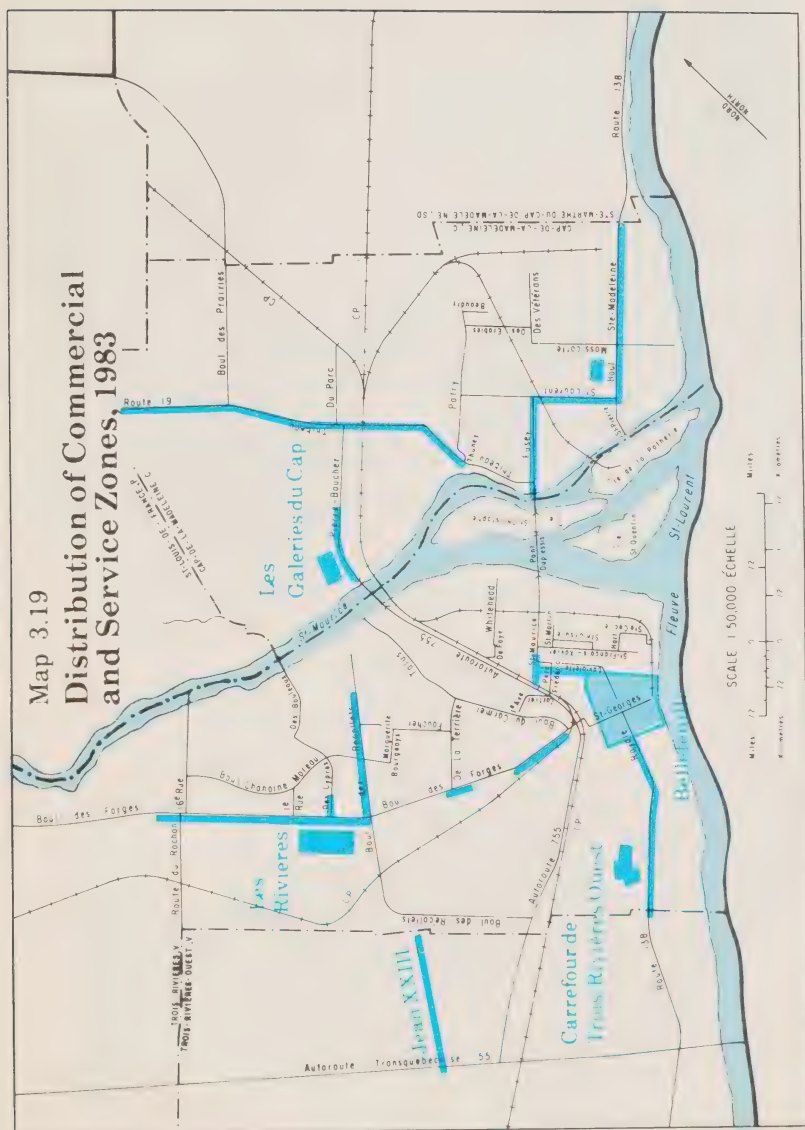


Locations of Manufacturing Industries

Cap-de-la-Madeleine

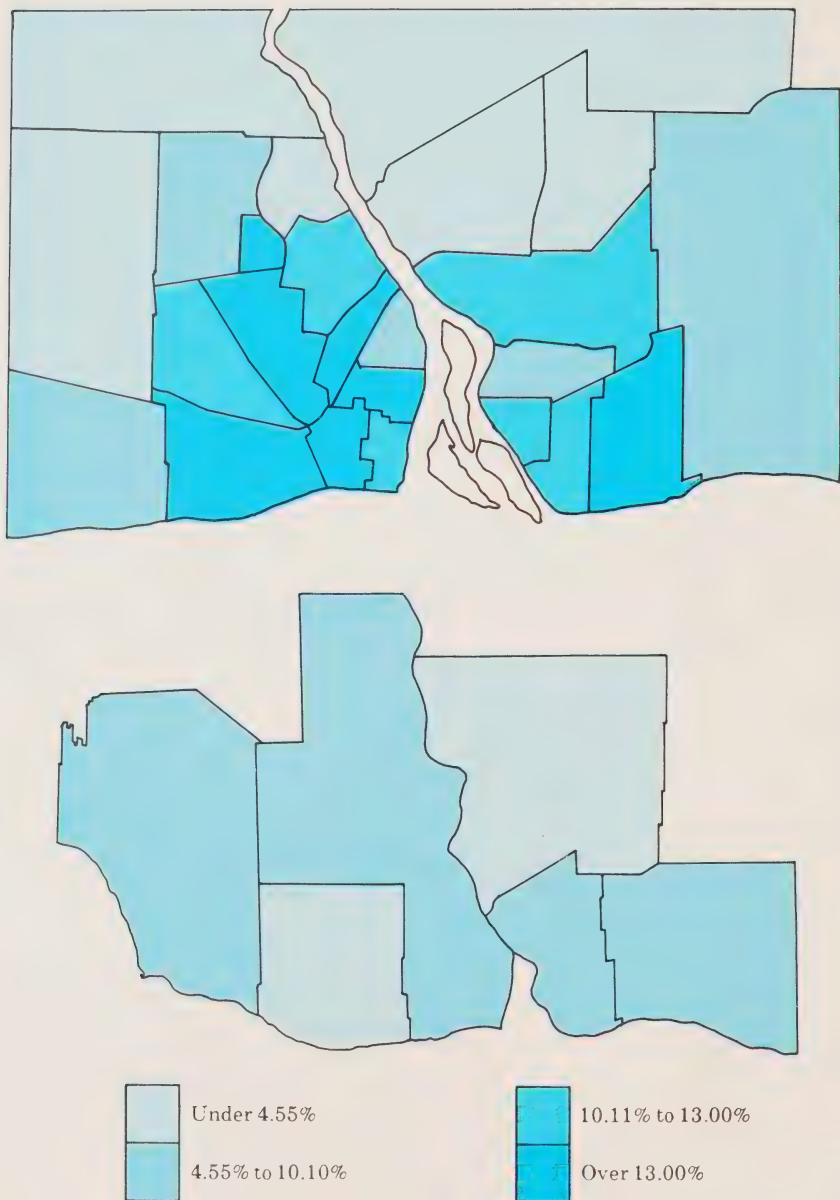


Map 3.19 Distribution of Commercial and Service Zones, 1983



Map 3.20

**Distribution of the Population
Over 65 Years of Age, 1981**



Map 3.21

**Death rate in the
Catholic Parishes of the
Trois-Rivières CMA, 1982**

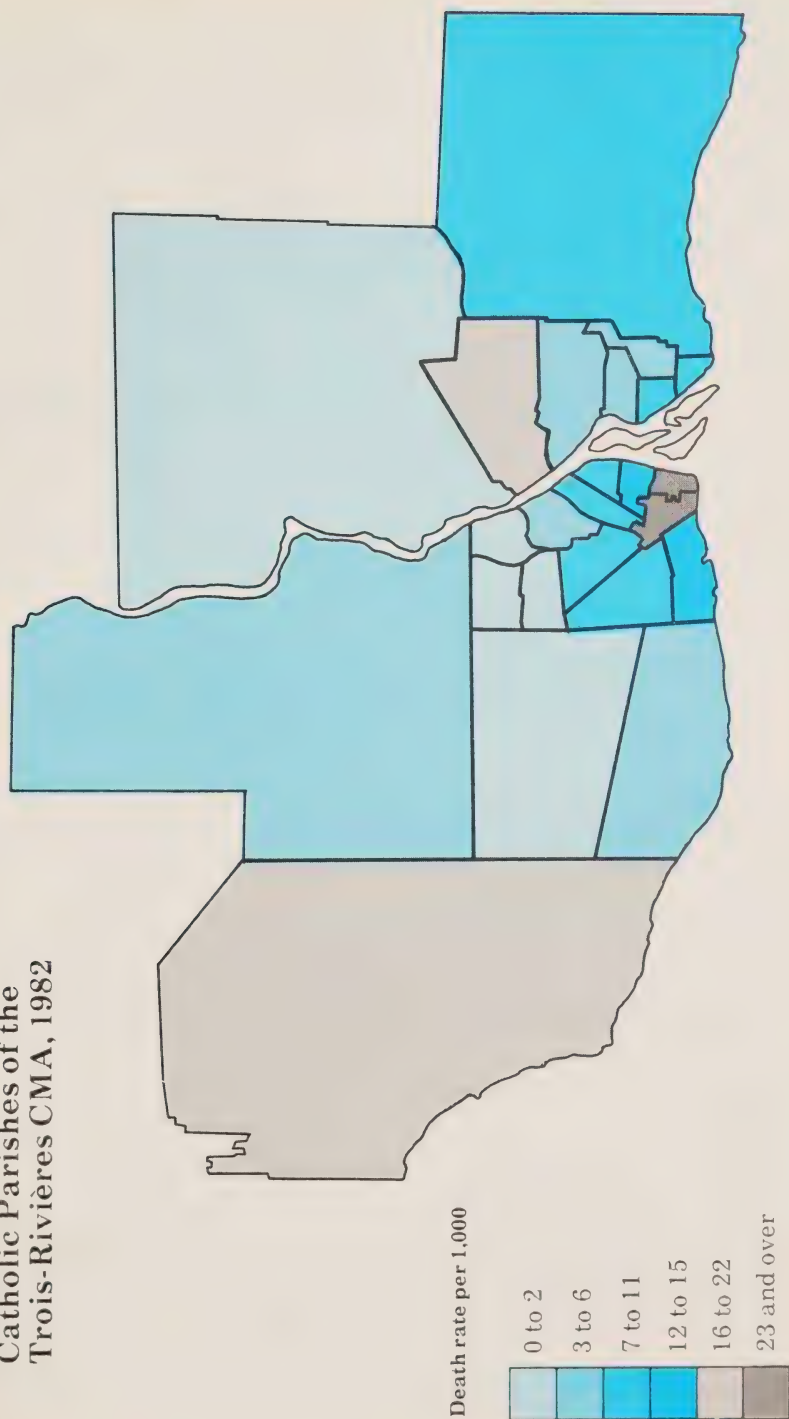


Chart 3.22

Criminal Code Offences, 1981

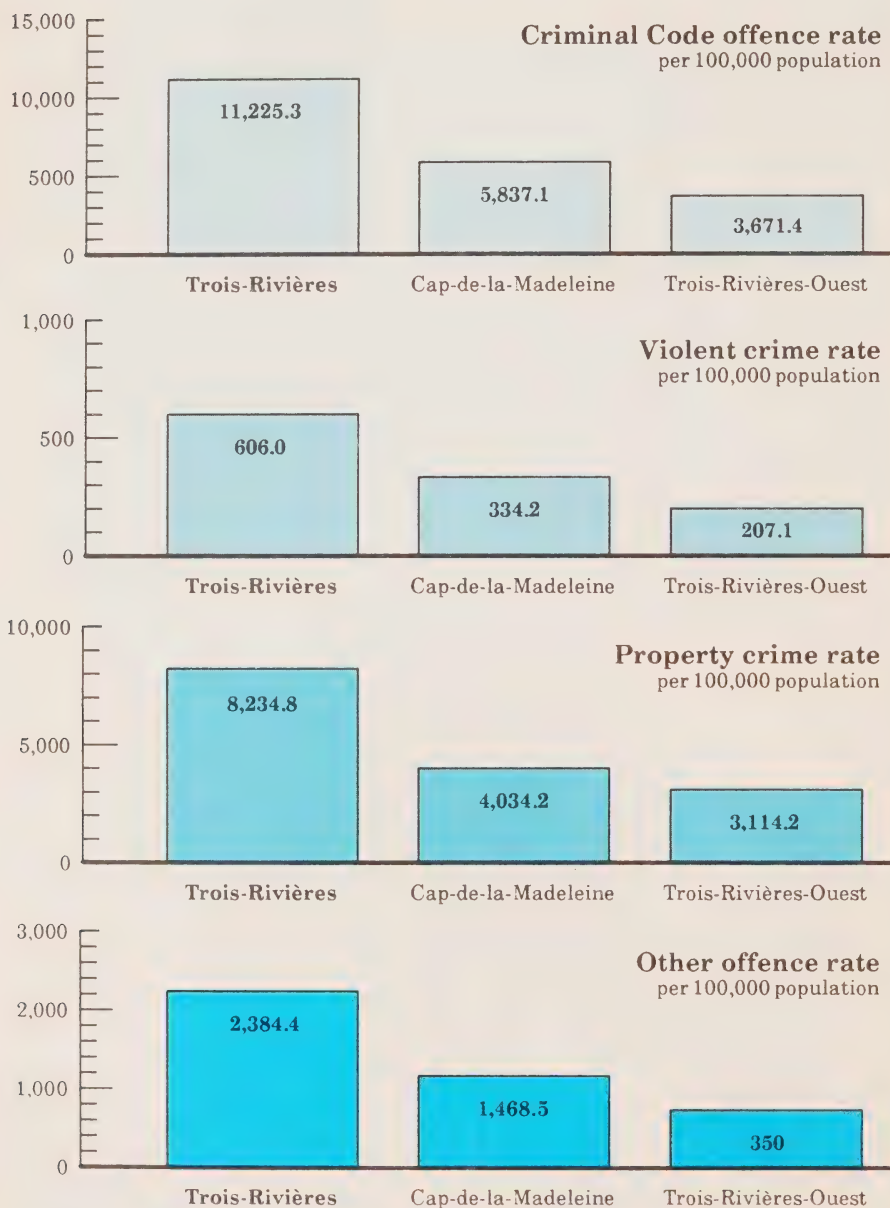
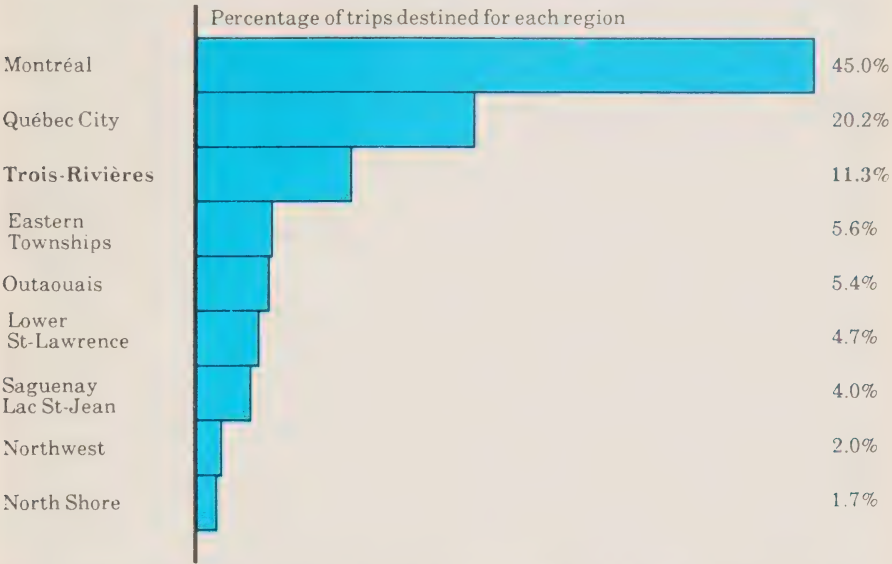


Chart 3.23

Relative Attraction of
Québec Tourist Regions, 1980





Chapter IV

The Economic Weight of Trois-Rivières

A Regional Hub

A Manufacturing Centre

A Transportation Centre

Toward the Future





The Economic Weight of Trois-Rivières

A city's importance is not measured solely by the size of its population or the number of municipalities that make up its metropolitan area. Having studied the demographic, socio-economic and cultural features of the six constituent municipalities and the neighbourhoods or parishes of the three major cities, we will complete our study with a brief examination of the role played by Trois-Rivières in the region.

A Regional Hub

Before assessing the city's role in its region, we should define the Trois-Rivières region. Theoretically, a region is an area with a core or principal centre linked to secondary centres by a network of economic, financial, political, social and cultural ties. Similarly, centres in different regions are interconnected, just as they are connected to the focus of the territory's economic activities. The result is a hierarchy of urban centres of various sizes.

In 1966 the territory of Québec was divided into 10 administrative regions. These were established on the basis of a study of regional centres and their zones of influence conducted by the provincial Department of Industry, Trade and Commerce. This study yielded the first reasonably precise definition of the zones of influence of the major urban centres in Québec.

Then in 1981, with the creation of county regional municipalities (MRC) under the Act "la Loi sur l'aménagement et l'urbanisme", Québec was divided for planning purposes into 97 territorial units, including 94 MRCs, the Montréal and Québec "Communautés urbaines" and the Communauté régionale de l'Outaouais. In June 1983 in a discussion paper entitled **Le choix des régions** (Choice of Regions), the Minister responsible for Land Use Planning and Development proposed using the MRC boundaries to redefine the administrative regions.

Trois-Rivières is currently the capital of region 04, or the Mauricie-Bois-Francs-Centre du Québec administrative region. This official territorial division may not correspond to the "mental space", i.e., the territory as perceived by its inhabitants (though it has no precise boundaries). In most people's minds, this territory, often called the "Heart of Québec", occupies an area lying between the "Old Capital" (Québec City) and the "Big City" (Montréal). An indication of this is the equal popularity enjoyed in Trois-Rivières by the hockey teams in the two neighbouring cities (the Québec Nordiques and the Montréal Canadiens). The "Heart of Québec" is also considered to encompass the inhabited region between the Saint-Maurice Laurentians in the north

and the Bois-Francis Appalachians in the south. Consequently the "mental" region of which Trois-Rivières is the capital constitutes the central portion of Québec's French-speaking community within its historical and cultural homeland.

Although part of the same administrative region, the Drummondville (or Central Québec) and Victoriaville (or Bois-Francis) sub-regions do not belong to the "mental space" of the Trois-Rivières administrative region, since their ties with Montréal, Québec City and Sherbrooke are often closer than those with Trois-Rivières and the Saint-Maurice Valley hinterland. Perceptions and socio-economic development priorities differ considerably between the two shores of the St. Lawrence. In the Saint-Maurice Valley large-scale manufacturing (pulp and paper, aluminum, electrochemical industry, textiles, etc.) is predominant, whereas small- and medium- sized industries are more prominent in the Bois-Francis region (furniture, agrifood industry, building materials, etc.). Likewise, the older settlements in the Saint-Maurice Valley, dating back three and one-half centuries, contrast with the relatively recent towns and cities in the Bois-Francis and Drummondville regions. These dissimilarities create a difference in attitudes toward local and regional realities.

In any case, in the last 15 years metropolitan Trois-Rivières has become a regional administrative hub. Key provincial government departments, Hydro-Québec, the Québec Planning and Development Bureau and several other public and para-public bodies have representatives or regional offices there. Federal government offices located in the metropolitan area include the Canada Employment Centre, the National Film Board, the Department of Regional Industrial Expansion, customs, the post office and the port administration.

Trois-Rivières' importance as a regional administrative centre was recently underscored by the construction of the ultra-modern Capitanal building in the city's core to house most of the Québec government's departmental offices in the region. Trois-Rivières is also the head office for the Québec Sports Safety Board and the Francheville MRC, whose territory encompasses the six municipalities of metropolitan Trois-Rivières and extends as far east as Sainte-Anne-de-la-Pérade. While many other government agencies maintain regional offices in Trois-Rivières, the few examples cited here give a good idea of the scope of the city's administrative role in the region.

But it is also a focus for other spheres of activity. In education, Trois-Rivières has a virtual monopoly on higher education, and has an enviable array of colleges and private secondary schools. When the education system was reformed in the late sixties and the Université du Québec was founded in 1969, institutions of higher learning and colleges were concentrated more and more in larger urban centres, especially in larger regional centres. In the field of social affairs, the

creation of the Health Insurance Board in 1970 and the subsequent regionalization of medical care have led to a concentration of hospital services in a few regional centres, among which Trois-Rivières is especially well equipped.

Lastly, the communication and media sector should not be overlooked. The importance of regional centres is reinforced by the presence of broadcasting and radio/TV relay stations. With its four radio stations, three television stations and large cable TV system, Trois-Rivières is no exception. Also not to be forgotten is **Le Nouvelliste**, a major daily covering the greater part of the administrative region with a daily circulation of almost 60,000. The publishers of the newspaper, which has existed since 1920, recently invested in a building and equipment for a new state-of-the-art printing facility. It has been operational since November 1983. **L'Hebdo (Cap-de-la-Madeleine/Trois-Rivières)**, 40,000 copies of which are distributed weekly to metropolitan Trois-Rivières residents, is another important vehicle for information and advertising.

A Manufacturing Centre

The Trois-Rivières administrative region ranks third behind the Montréal region and Québec region in terms of employees and value added in the manufacturing activity. For a long time Trois-Rivières was called, appropriately, the "world pulp and paper capital", and the Shawinigan-Grand'Mère industrial complex, powered by hydro-electricity from the Saint-Maurice River, was once one of the largest industrial concentrations in Canada.

The presence of an abundant supply of electricity, the immense forests of the Saint-Maurice Laurentians, access to Canadian and foreign markets by water and rail - these factors were responsible for the growth and prosperity of Saint-Maurice Valley industry between 1900 and 1950. The expansion of metropolitan Trois-Rivières was closely tied to the rapid development of the regional economy during that period. Since 1950, however, industrial investment and population growth have stabilized. This may be explained by a number of factors including the fact that the region's energy resources, which had been abundant and cheap up to the early sixties, became more costly, thereby reducing its advantage over other regions.

A Transportation Centre

Since 1967 the highway network, which was started in 1958, has been of greatest benefit to the urban and economic development of the seven satellite cities within a 100 km radius of Montréal: Joliette and Saint-Jérôme on the north shore of the St. Lawrence; Sorel, Saint-Hyacinthe, Granby, Saint-Jean-sur-le-Richelieu and Salaberry-de-

Valleyfield on the south shore. At 130 km from Montréal, the Trois-Rivières agglomeration is just outside of this zone.

The last segment of the North Shore Autoroute (Highway 40) between Trois-Rivières and Québec City, scheduled to open in August 1984, should benefit the region. However, only small sections of the Trans-Québec Autoroute (Highway 55) have been built to date. This major project is intended to connect the Saint-Maurice Valley and Bois-Francs, to the Eastern Townships and the state of Vermont. So far it has at least provided an adequate link between the Shawinigan-Grand'Mère region and Montréal via Trois-Rivières, and given metropolitan Trois-Rivières residents better access to recreational, hunting and fishing areas in the Saint-Maurice Laurentians.

A few words about other forms of transportation would be appropriate. The Forges intermunicipal transit corporation (CITF), an amalgamation of all the area's bus systems has provided metropolitan Trois-Rivières with public transit since 1982 and has given a much improved service.

One other major project is the proposed multi-purpose station (trains - Voyageur buses - CITF buses), soon to be built around the historic Canadian Pacific station on rue Champflour in Trois-Rivières. It will bring all public transit systems together in a location that is both central and accessible to all Trois-Rivières residents. In addition, the port of Trois-Rivières is undergoing renovation. The project was begun in 1980-1981 and will cost an estimated \$10,000,000. Operated by the federal government, the port of Trois-Rivières is specifically designed to handle grain, newsprint, chemicals and metal products.

According to Statistics Canada data, there have been only slight increases in port activity in the last few years. Once completed, renovations to the port of Trois-Rivières will be a boon to the economy of the metropolitan area. Across the river from Trois-Rivières at Bécancour, the deep-water port will soon be able to handle products in bulk for plants in the Bécancour industrial park, where the Péchiney aluminum mill is currently under construction.

Toward the Future

Trois-Rivières lies within the Windsor-Québec City corridor, in which two-thirds of Canada's manufacturing activity is concentrated. Since this activity is mostly concentrated in the Montréal region and in southwestern Ontario (the London - Toronto - Oshawa area), Trois-Rivières faces stiff competition, and this has an influence on its present and future.

However, modernization of the pulp and paper mills, construction of an aluminum mill in Bécancour by the French firm Péchiney-Ugine-Kuhlmann between 1983 and 1986, completion of the regional highway

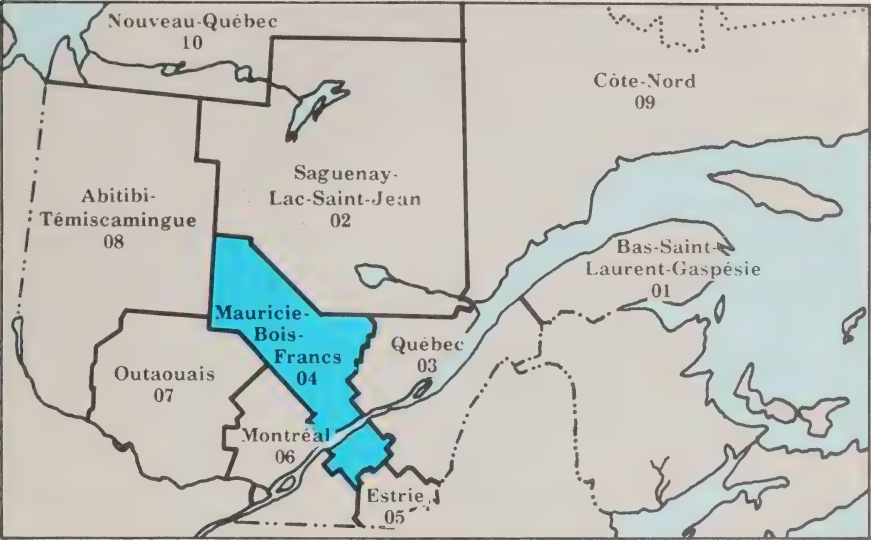
network, the advent of the LRC train and the construction of a new multi-purpose station, all promise a degree of economic expansion in the near future.

With 350 years of history behind it, Trois-Rivières can look at the future with confidence. Its location on the banks of the St. Lawrence, the original reason for its existence, is still an asset, as are its population and its institutions.

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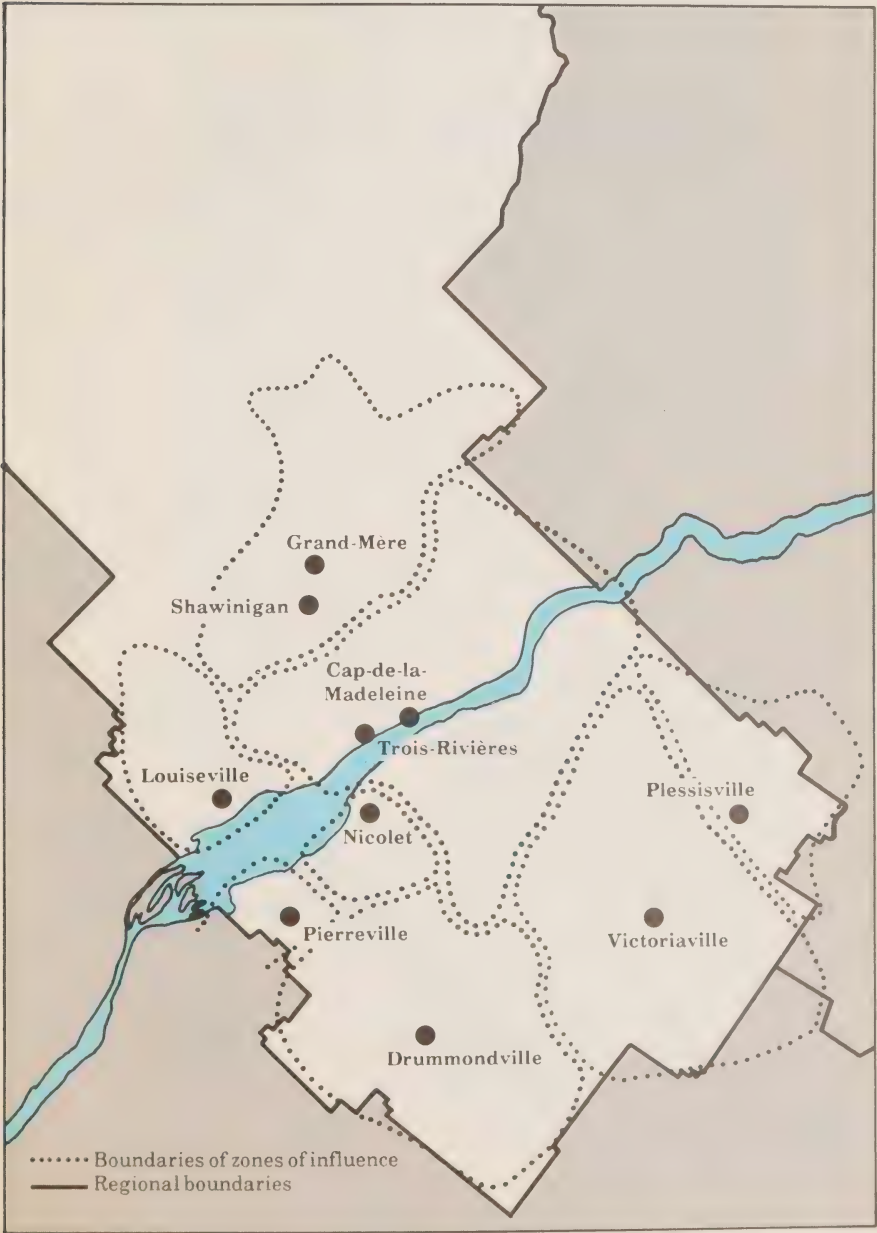
Map 4.1
Québec Administrative Regions





Map 4.2

Urban Centers and Zones of Influence

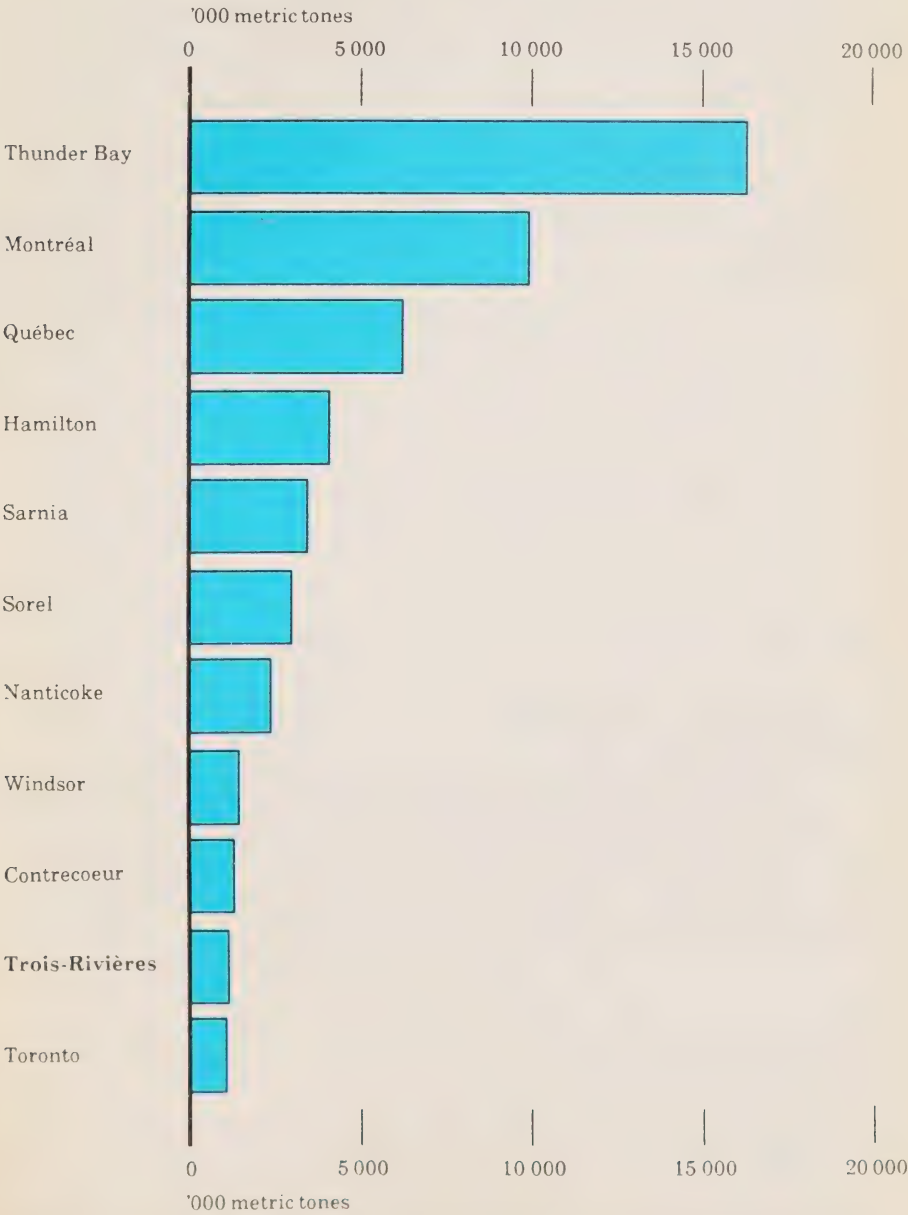


Map 4.3
Average Daily Traffic
on Main Higways, 1979



Chart 4.4

Domestic Traffic, St. Lawrence and Great Lakes Ports, 1980



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Located in the heart of Québec within the Canadian industrial corridor and at the centre of one of the oldest colonization zones in Eastern Canada, the City of Trois-Rivières celebrates the 350th anniversary of its founding this year.

To mark this event, this work offers a statistical portrait of the city, the area and its inhabitants. Relying on a number of illustrations, it retraces the city's history, sketches in the various neighbourhoods, paints a picture of the many aspects of life in the city and describes the economic role of the Trois-Rivières agglomeration.

In its pages you will discover the old town, the Vieilles Forges site, rue Fusey, the ultra-modern buildings, industrial parks and expressways that make Trois-Rivières an interesting and unique transition between past and future.

Price: \$8.50